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SOCIO-ECONOMIC SPACE OF SMALL AND MEDIUM ENTREPRENEURSHIP: MAIN ASPECTS OF POTENTIAL DEVELOPMENT

I. V. Malgina

Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of State Economic Policy, Academy of Public Administration under the President of the Republic of Belarus, Minsk, Belarus, e-mail: malgina_iv@pac.by

Abstract

The article considers aspects of potential development of the socio-economic space of small and medium entrepreneurship. Particular attention is paid to the consideration of issues of roadmap formation, digital transformation and standardization. The roadmap for various entrepreneurial initiatives is a modern way to activate the development of small and medium entrepreneurship based on long-term planning for the development of this sector of the economy. The use of such practices in our country will solve a range of socio-economic problems in the development of small and medium entrepreneurship. The use of the Roadmap will synchronize the processes of development and support of small and medium entrepreneurship at three levels: republican, regional and local. In connection with the processes of digitalization and digital transformation of small and medium entrepreneurship, the issue of using digital platforms to support small and medium entrepreneurship arises to ensure targeting, measurability, validity, unambiguity, sustainability, achievability and attachment to a specific reporting period at various levels of government. This type of platform refers to digital government services. Options for digital transformation of state support for small and medium entrepreneurship should include the introduction of digital platforms to support small and medium-sized businesses, taking into account usability and a customer-oriented model. The model of the regional standard for state support for small and medium entrepreneurship is associated with the concept of «reputation economy» and is based on the principles and standards of customer centricity, customization based on the concepts of «quality» and «quality of public service». Customization should play a decisive role in the standard, based on the degree of budgetary provision of the regions and the development of the entrepreneurial community.

Keywords: small and medium entrepreneurship, space, digital transformation, roadmap, standardization.

СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ ПРОСТРАНСТВО МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА: ОСНОВНЫЕ АСПЕКТЫ ПОТЕНЦИАЛЬНОГО РАЗВИТИЯ

И. В. Мальгина

Реферат

В статье рассматриваются аспекты потенциального развития социально-экономического пространства малого и среднего предпринимательства. Особое внимание уделяется рассмотрению вопросов формирования дорожной карты, цифровой трансформации и стандартизации. Дорожная карта для различных предпринимательских инициатив является современным способом активизировать развитие малого и среднего предпринимательства на основе долгосрочного планирования развития данного сектора экономики. Применение подобной практики в нашей стране позволит решить комплекс социально-экономических проблем в развитии малого и среднего предпринимательства. Применение Дорожной карты позволит синхронизировать процессы развития и поддержки малого и среднего предпринимательства на трех уровнях: республиканском, региональном и местном. В связи с процессами цифровизации и цифровой трансформации малого и среднего предпринимательства встает вопрос использования цифровых платформ для поддержки малого и среднего предпринимательства для обеспечения адресности, измеримости, обоснованности, однозначности, устойчивости, достижимости и привязанности к определенному отчетному периоду на различных уровнях государственного управления. Данный вид платформ относится к цифровым государственным услугам. Варианты цифровой трансформации государственной поддержки малого и среднего предпринимательства должны включать внедрение цифровых платформ для поддержки малого и среднего предпринимательства с учетом юзабилити и модели клиентоориентированности. Модель регионального стандарта государственной поддержки малого и среднего предпринимательства связана с понятием «репутационная экономика» и основывается с учетом принципов и стандартов клиентоцентричности, кастомизации на основе понятий «качество» и «качество государственной услуги». Кастомизация должна играть решающую роль в стандарте, основываясь на степени бюджетной обеспеченности регионов и развития предпринимательского сообщества.

Ключевые слова: малое и среднее предпринимательство, пространство, цифровая трансформация, дорожная карта, стандартизация.

Introduction

The President of the Republic of Belarus A. G. Lukashenko in his Address to the Belarusian People and the National Assembly on April 21, 2017 noted: «The priority is to create a strong, competitive economy. The economy of tomorrow. It is the basis of our sovereignty...».

Small and medium entrepreneurship (SME) play a significant role in the development of the economy of any country in the world. The feasibility of its development is enshrined in state economic policy and programs for the socio-economic development of many countries. When developing country and regional strategies for socio-economic development, an important element inherent in these two processes is the combination of the entrepreneurial spirit and culture with the need to ensure the competitiveness of the national economy.

Entrepreneurs and their new enterprises should be the key to the effective growth and competitiveness of the economy of the Republic of Belarus. As the President of the Republic of Belarus A. G. Lukashenko said in his Address to the Belarusian People and the National Assembly on April 19, 2019: «The conditions for the development of business initiative and labor activity have been created. But, as the people say, the Lord gives food to the birds, but does not throw this food into the nest. Those who make their own efforts are successful, first in their studies, then in finding a job, professional realization anywhere in our country».

Main aspects of potential development

The processes of transformation of the SME organizational boundaries due to the change in the landscape of state economic policy in the sphere of small and medium-sized businesses have led to the expansion of the concepts of external and internal environment of entrepreneurship. Based on the understanding of the economic space, which is also closest to the socio-economic space of small and medium entrepreneurship (SESSME), as a set of production factors, economic agents and their community, economic and social institutions, in a broad sense SESSME can be understood as a set of market, economic and social institutions, entrepreneurial processes, external and internal environment of entrepreneurship.

SME support plays an important role in economic growth and development. In connection with the processes of SME digitalization and digital transformation, the issue of using digital platforms to support SME arises. In our opinion, in order to ensure the targeting, measurability, validity, unambiguity, sustainability, achievability and attachment to a specific reporting period of the processes of formation of the SESSME, it is necessary *to develop digital platforms for SME state support* (DPSMESS) at various levels of government. In essence, the proposed DPSMESS can be a round-the-clock state service for supporting SME and be considered as a new element of the SME support infrastructure. In our opinion, this type of platform refers to digital government services. At the same time, a potential risk of the platform in question may be the inadequacy of the content and the lack of cybersecurity of both the platform and the personal accounts of SMEs.

In our opinion, public services play an important role in the formation of the SESSME, since it is such an element of the SESSME as the SME support infrastructure that provides various services to SMEs (consulting, information, marketing, etc.). At the same time, the state, as an element of the SESSME, also provides various services to SMEs (registration, liquidation, registration of intellectual property rights, etc.). In this regard, it is advisable to consider the definitions of «public service» and «business service». Various authors identify the concepts of «public» and «state» services. In our opinion, in the context under consideration, it is necessary to distinguish between state and business services. At the same time, the issue of providing business services by the SME support infrastructure is quite controversial, since it also performs the function of the state – it promotes the development of SME. In addition, the subjects of the SME support infrastructure receive status in the Ministry of Economy of the Republic of Belarus, which essentially brings their business services closer to state services. An analysis of individual types of definitions of «state service» and «business service» that are closest to the SESSME showed their similarity (Table 1, Table 2).

Table 1 – Certain types of definitions of «public service» that are closest to the socio-economic space of small and medium entrepreneurship

Author	Year	Definition
Falina A. S. [1, p. 138]	2012	an action by an executive authority carried out in contact with a specific citizen, legal entity, or organization, who most often themselves contact the relevant authority regarding the implementation of their legal rights and obligations
Rudenko I. A. [2]	2014	activities of executive authorities, state extra-budgetary funds, carried out at the request of applicants and aimed at obtaining benefits within the limits established by regulatory legal acts of the state
Kandrina N. A. [3]	2018	public goods intended for the entire population and provided to an individually defined person (natural or legal) at his request in the manner prescribed by law
Alizade oglu M. G. [4, p. 178]	2019	a function of an executive authority established by a legal act of management, performed by it free of charge or for a fee, at the request of an individual or organization that has voluntarily declared a desire to provide it

Note: The author's own development based on [1–4].

Table 2 – Individual types of definitions of «business service» that are closest to the socio-economic space of small and medium entrepreneurship

Author	Year	Definition
Oganisyan N. A. [5, p. 2]	2012	services provided by one party to another with the aim of enhancing the latter's competitiveness or effectively promoting professional activities
Tyukavkin N. M. Nadein N. V. [6, p. 117]	2015	a set of economic relations between the producer of a given service and its consumer regarding a specific production of some economic good in an intangible form, necessary to satisfy the material and intangible needs of the customer to ensure the functioning of the organization or business as a whole, as well as to develop the efficiency of activities
Nadein N. V. [7]	2015	are intended as services for business and not as services for personal consumption

Note: The author's own development based on [5–7].

Noting the difference and identity of public and state services, R. V. Doronkin points out that «public services are state services within the concept of a service state» [8]. From our point of view, it is the service state based on new state management that relates to the activities of state administration bodies (SAB) within the framework of building the SESSME.

In our opinion, the DPSMESS is part of the platform economy. An analysis of public service platforms showed that only the State Services Internet portal of Russia and Uzbekistan have a separate SME section. Only the Russian Internet portal has links to the SME Digital Platform and the «My Export» Digital Platform. The rest function without additional Internet links [9]. In Russia, the creation of the DPSMESS is part of the National Project «Small And Medium Entrepreneurship and Support for Individual Entrepreneurial Initiatives». An analysis of the websites of governments of individual foreign countries showed that information on state economic policy and the activities arising from it is present in almost all countries. Joint-stock company «The Federal Corporation for the Development of Small And Medium Entrepreneurship» of Russia oversees the development of the SME business navigator, which is an information resource (system) developed to ensure the organization of marketing and information support to SME. A detailed analysis showed that the information resource under consideration has all the features of a digital platform for supporting SME. In our opinion, it seems appropriate to create a single digital gateway of the Union State of Russia and Belarus for SME. A detailed analysis showed that today in Belarus there are several types of Internet resources related to the formation of the SESSME. Of the total number of analyzed Internet resources, only 53.84 % have a special SME section. Only 40.38 % of analyzed Internet resources have Internet links to SME support organizations. In our opinion, the creation of the DPSMESS is a continuation of the formation of a single gateway and is based on the concept of «the state as a platform» and at the national level should become an online connection of entrepreneurs to the SAB. The DPSMESS should also provide entrepreneurs with reliable information from the SAB of Belarus, approved by law, covering the entire range of issues related to doing business. The implementation of the DPSSSME and the digital twin of the regional entrepreneurial potential will reduce the «digital divide» and its consequence – the gap in the level of well-being of people living in one country.

The second main area of potential development of the SESSME is the Roadmap (RM). The role of SME in forecasting the long-term development of the country is given a fairly large place. According to the characteristics of the RM developed by M. P. Loginov, the Roadmap for the SME Development and Support (RMSMEDS) refers to the territorial, sectoral, and social types of roadmaps [10, p. 6–7]. A comparative analysis of management decision-making tools conducted by M. A. Cherepanov shows that «building a roadmap … provides a graphic plan-scenario for dynamic development...» [11, p. 56].

As noted by D. R. Belousov, I. O. Sukhareva and A. S. Frolov, «… road maps perform two interrelated functions: forecasting and planning» [12, p. 7]. For a more complete understanding of the role of the RM in the development of the SESSME, it is advisable to consider various definitions of «roadmap». A detailed analysis of various definitions of «road map», the closest to the SEPMSP, showed the closeness of these concepts (table 3).

Table 3 – Various definitions of the «road map» that are closest to the socio-economic space of small and medium entrepreneurship

Author	Year	Definition
Krylova Yu. [13, p. 15]	2007	a comprehensive plan for the development of an organization or industry in the medium or long term, based on the integration of product, technological and strategic planning
Belousov D. R. Sukhareva I. O. Frolov A. S. [12, p. 6]	2012	a tool for developing long-term strategies that determines optimal ways to achieve a goal, used in exploratory research that does not have set benchmarks and evaluates potential directions for the development of the area under study
Kotov A. V. [14]	2013	institutional mechanism, … a means of supporting decision-making in a complex and uncertain environment
Mukhametova L. R. Akhmetova I. G. Zatsarinnaya Yu. N. [15]	2014	a strategic plan that describes the steps an organization must take to achieve its stated results and goals
Karasev O. I. Doroshenko M. E. [16, p. 76–77]	2015	a document developed on the basis of the generalized opinion of the expert community and containing a description and visual representation of global and national challenges, as well as the most important events that can have a significant impact on the development of the subject area under consideration
Yakimets V. N. Kurochkin I. I. [17, p. 2]	2020	the selected option for the development (or improvement) of the project activities …, corresponding to the group opinion of the representatives of the distributed team of project participants, containing a description and visual representation of the desired state of the project … taking into account the capabilities and resource availability of the team

Note: The author's own development based on [12, p. 6; 13, p. 15; 14; 15; 16, p. 76–77; 17, p. 2].

From our point of view, based on the data in Table 3, the purpose of the RMSMEDS is a development option that meets the group opinion of representatives of the state and SMEs in the medium or long term, determining the optimal ways to achieve the state's goal in the area of SME development. At the same time, a potential risk of the considered RMSMEDS may be the lack of competent experts both on the part of the state and on the part of SME.

From our point of view, the development of the RMSMEDS for various entrepreneurial initiatives is a modern way to activate the development of SME based on long-term planning for the development of this sector of the economy. The use of such practices in our country will help solve a range of socio-economic problems in the development of SME. The tasks of its formation and development necessitate the development of approaches to solving the issues of optimizing the system of SME state support as a key direction to a market economy based on the development of the DC in all SME areas development and support.

In our opinion, the RMSMEDS will synchronize the processes of SME development and support at three levels: national, regional and local. The creation of effective RM requires an understanding of the appropriate time horizon. If the planning horizon is too short, the RMSMEDS may jeopardize the consistency and ability to communicate new future functions and opportunities. The algorithm for developing the RMSMEDS should have several stages, including regional champions; a culture of entrepreneurship and innovation, etc.

When developing the RMSMEDS, it is advisable to use various types of state economic policy related to the SESSME and the SESSME canvas. At the same time, planning for the development of the SESSME should be comprehensive, functional, and long-term.

The third main direction of the formation of the SESSME should be the regional standard of SME state support (RSSMESS) based on the principles and standards of client-centricity, taking into account the customization of the state program of SME support. At the same time, it is customization that ensures the individualization of services of the SME support infrastructure and other organizations that support SMEs and are elements of the SESSME. At the same time, a potential risk of the RSSMESS under consideration may be excessive enthusiasm on the part of the state for satisfying the desires of the business community. Customization should play a decisive role in the standard, based on the degree of budgetary provision of the regions and the development of the entrepreneurial community (Table 4).

Table 4 – Individual types of definitions of «customization» that are closest to the socio-economic space of small and medium entrepreneurship

Author	Year	Definition
Vedernikova A. A. [18]	2007	individualization of relations between producer and consumer
Dyachkova M. S. [19]	2020	the process of delivering to a broad marketplace goods and services that are modified to meet the needs of a specific customer
Lopanova E. V. Savina N. V. [20]	2021	individualization of services and goods in order to achieve maximum satisfaction of the end customer

Note: The author's own development based on [18–20].

It also plays an important role in the development of the priority of the Social and Economic Development Program of the Republic of Belarus for 2021–2025 and subsequent programs in the «partner state» section, since the psychological property of customization «implies not only an individual approach to satisfying the needs of customers, but also a psychological technique, since while the client selects the configuration of the product «for himself», he begins to feel like the owner of this thing» [21].

When considering the standards of public services, it is necessary to turn to the concepts of «quality», «quality of service», «quality of public service», which are very important in the context of the RSSMESS. We agree with the opinion of A. S. Fraiman that «the category «quality» characterizes not so much the internal properties of an object as its external properties, the features of its interaction with other objects» [22, p. 47]. From our point of view, the development of the RSSMESS is part of the formation of the reputation of the region and the government. It is necessary to develop a matrix of competencies required by client-centric entities of the entrepreneurship support infrastructure based on their human resources and the needs of SME. In our opinion, the client-centricity of the RSSMESS should be based on the classical new public administration, but not the new public and social administration, including civil-centric and human-centric approaches. In order to form a client-centric approach to the RSSMESS, it is necessary to use such tools as feedback, research, training, entrepreneurial thinking, etc. Mandatory digitalization of the results of client-centric actions within the RSSMESS is necessary.

Conclusion

Taking into account the above, the following conclusions can be drawn:
– options for SME digital transformation state support should include the introduction of the DPSMESS taking into account usability and a customer-oriented model. The implementation of the DPSMESS will essentially allow the organization of a round-the-clock state service for supporting SMEs to ensure the targeting, measurability, validity, unambiguity, sustainability, achievability and attachment to a specific reporting period of the processes of forming the SESSME;
– RMSMEDS will allow synchronizing the processes of SME development and support at three levels: republican, regional and local. In essence, the RMSMEDS for various entrepreneurial initiatives is a modern way to activate the development of SME based on long-term planning for the development of this sector of the economy;
– the RSSMESS model is associated with the concept of «reputation economy» and is based on the principles and standards of customer centricity, customization based on the concepts of «quality» and «quality of public service». At the same time, customization should ensure individualization of services for SMEs from the state and the SME support infrastructure.

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