

STIMULATING OF ENTREPRENEURS' INNOVATIVE ACTIVITY IN THE REPUBLIC OF BASHKORTOSTAN

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ABSTRACT

The article views some aspects of promoting innovative activity in the Republic of Bashkortostan. The measures stimulating innovative activity have been grouped into blocks.

1. Creating favorable conditions for innovative activity. 2. Increasing the population's innovative activity. 3. Development of the system of scientific and production cooperation and innovation commercialization. 4. Investment support of innovative projects. 5. Development of innovative infrastructure. 6. Development of innovative small businesses. 7. Information provision of innovative activity.

The main directions of implementing the above-mentioned conditions are:

- lawmaking activity in the Republic, taking into consideration the federal legislation, international standards and traditions;
- financial and tax inducement of scientific-technical and innovative activity;
- international technological integration;
- private-state partnership in the sphere of innovative activity.

Recommendations are suggested, relating to the innovative policy activation for more efficient fulfillment of the key functions of the Republic's scientific and research sector.

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The authors conclude that the Republic has all necessary preconditions for small entrepreneurship functioning: the natural conditions favorable for many kinds of economic activity, the forming local market infrastructure for small business servicing, and the availability of large enterprises and centers of economic activity.

Keywords: entrepreneur, entrepreneurship, innovation, innovative activity, region, infrastructure, investments, stimulation, monitoring.

INTRODUCTION

In the recent decade, due to the changes in economic phenomena, new methods of economic analysis are emerging. This is due to the fact that information reflecting more complicated economic processes is not usually systematized, not correlated, has a different degree of reliability, contains duplicate information and is characterized by redundancy of data on some issues and data insufficiency in others, which creates difficulties in the practice of decision making. Therefore, in order to obtain sufficient information on social reality, the dynamics of events in a particular country, region, or area, it is necessary to specially collect and process such data that most fully reflect socio-economic changes and are relatively easy to classify, systematize and summarize in quantitative form.

The evaluation of innovative activity based on the forms of statistical observations of the relevant state bodies and services plays an important role in the formation of a system of adequate reflection of the situation in this sphere. Such statistics creates an idea of the current state of innovation activity of economic entities.

Based on this statistics and with the help of economic and mathematical methods, it is possible to build forecasts with a high degree of reliability.

At the same time, certain qualitative components, whose parameters are not included in the official forms of statistical observations, are often an important condition for the formation of reliable forecasts; they can be obtained by monitoring.

METHODOLOGICAL FRAMEWORK

The main goal of socio-economic monitoring is to collect, study and prepare information for making and analyzing economic decisions at various levels. This conditions two features that monitoring as a system for information collecting and processing should possess:

- target orientation of information processes;
- maximum objectivity of the obtained conclusions at each stage of data processing.

Among other goals of any monitoring are:

- timely forecasting and revealing of the negative processes development that affect the quality or state of economic processes and phenomena;
- evaluation of the effectiveness of the implemented activities;
- information support for management and control.

The main task of observation is the initial and current identification of this process. Monitoring should be based on a systemic classification of socio-economic processes as a framework-based identification.

The tasks of monitoring can also include:

- continuous and regular monitoring of the quantitative and qualitative indicators of the phenomenon and obtaining the operational information about the state of the phenomenon;
- collection, storage, replenishment and processing of surveillance data, i.e. unification of information flows, formed by various monitoring bodies;
- timely identification of changes and factors that cause them; prevention of negative trends;
- implementation of short-term forecasting of development of the most important processes in the economic phenomenon;
- creation and maintenance of data banks;
- assessment of the effectiveness and completeness of the implementation of laws and other normative acts on economic issues.

The most complete picture of economic phenomena, their specificity of changes and dynamics is provided by sociological (results of sociological studies) and statistical (data of statistical bodies) information. Therefore, the information base for monitoring can be data from basic enterprises, institutions and other organizations that are not taken into account by state statistics; data of state centralized statistical reporting; industry statistical reports; data of selective one-time surveys of enterprises, organizations, regions, individual population groups and households.

Two subsystems can be distinguished in the monitoring system: sociological monitoring and statistical monitoring. Sociological monitoring is a system for monitoring the changes taking place in the society, based on research and analysis of mass views about them. Its main task is to obtain new, necessary and systematized sociological information, not at one time, but systematically, after short periods of time.

Statistical monitoring is a system of obtaining quantitative characteristics, namely, statistical indicators and coefficients about various aspects of life in the society. The main goal of this type of monitoring is collection and transfer of a set of indicators of social and economic statistics necessary for the effective analysis of phenomena in the political, economic, social

and other spheres. Despite the differences in the nature of sociological and statistical data, the principles of organizing the subsystems of sociological and statistical monitoring coincide, and both of these systems can be combined to form an integrated monitoring system.

Thus, we can conclude that monitoring becomes an important method of both practical social-economic policy and economic research.

RESULTS

The monitoring the activity efficiency in the sphere of research and development allows to estimate the urgent need in undertaking active actions to induce innovative activity and perceptiveness of various economic sectors in the Republic of Bashkortostan.

In general, such measures can be grouped into the following blocks:

- 1. Creating favorable conditions for innovative activity.**
- 2. Increasing the population's innovative activity.**
- 3. Development of the system of scientific and production cooperation and innovation commercialization.**
- 4. Investment support of innovative projects.**
- 5. Development of innovative infrastructure.**

One of the factors impeding the formation of innovative entrepreneurship is the absence of integrated approaches to forming the infrastructure able to provide the environment for innovative activity implementation [3].

The effectiveness of the process of creating the innovative entrepreneurship support infrastructure may be enhanced by elaboration of scientifically substantiated theoretical and practical recommendations for forming and developing of the appropriate regional infrastructure, as it is on the regional level that the most flexible coordination of links between science and the real sector is possible.

- 6. Development of innovative small entrepreneurship.**

- 7. Information provision of innovative activity.**

To implement this measure, it is recommended to assist in widening the access to the national information databases in the sphere of research as well as to information resources in the market sphere, such as:

- a) information on patenting – Russian and foreign;
- b) information on the state of the market – key market sectors, based on the advantages of the regions and state research organizations; national scientific and research target spheres;

- c) international system of standards and quality – in order to avoid the waste of resources in the scientific and research sector and the possible product fail in the international market;
- d) research information – research documents and references;
- e) information documents on products and technologies in order to inform potential partners in the sphere of science and commercialization about the possible products and services;
- f) new ways of information transfer into entrepreneurial sector.

It is advisable to provide free access to this information for the period of at least 3-5 years by means of national portal for all state scientific and research institutions and organizations working in the sphere of technology transfer and commercialization. It should be also mentioned that, though there are plenty of Russian databases on technologies (state and private, mainly regional), they are not universal and are not interconnected.

In addition to developing an information portal, it is recommended to provide subsidies (covering up to 50% of costs) to innovative infrastructural organizations for purchasing information on scientific, research and market spheres related to their activity in commercialization.

The main directions of realization of the above-mentioned conditions are:

- lawmaking activity of the Republic, taking into consideration federal legislation as well as international standards and traditions;
- financial and tax inducement of scientific-technical and innovative activity;
- international technological integration;
- private-state partnership in the sphere of innovative activity.

Basing on the analysis results, a number of recommendations can be proposed concerning the innovative policy activation for more efficient fulfillment of the key functions of the Republic's scientific and research sector.

Innovative policy as national priority.

Nowadays, in spite of popularization of the sphere of innovative policy, corroborated by the widening of scientific discussions and the growing number of recently adopted or discussed documents, no comprehensive national innovative policy, which would comprise and unite all the system actors, has been developed yet.

Its key element is consolidation of the civil society, and, first of all, the political elite with mobilizing all strata of business.

The serious challenge of today can be only responded to by weighed policy on the basis of efforts and resources mobilization. It is necessary to incorporate the mechanism of providing the priority of innovative development into political, legislative and budgetary processes as

well as the process of making decisions concerning financing of large-scale state programs.

Inducing the demand of the business sector for innovation.

Lawmaking in the sphere of innovative policy often has “the offset center of gravity” towards state scientific research and does not assign a more active part to the business sector. Therefore, it is recommended to pay significantly more attention to the problems of inducing the demand of the business sector for innovations and, correspondingly, participating of the business sector in innovative development. For instance, it may be adopting of the appropriate legislation to protect own research; financial stimuli for investing into innovation and establishing new companies and so on. The peculiarity of innovative legislation in Russia is the fact that introduction of the corresponding changes is to a considerable extent the Russian Federation’s terms of cover.

Inducing the investment into scientific and research development (SRD) in the private sector.

Compared to their foreign competitors, local companies invest relatively small means into their own research and development. It is recommended to initiate an active campaign aimed at inducing investment into SRD on the part of the private sector and to provide measures (taxation, granting and so on) for its implementation. Besides, the state should become considerably more active in supporting the high-technology companies being established.

Focusing the scientific research onto the market and onto the target consumer of new knowledge.

State research institutions continue to work mainly in the mode of offering their own elaborations, rather than follow the technological demands of the market. As a result, the elaborated technologies often remain unclaimed by the market, which, naturally, diverts resources and efforts. To avoid such problems in the future, it is recommended to change the decision making process when determining the research priorities. The target consumers of new knowledge and technologies (business, government and society) should be conceded much more rights in setting the research priorities and estimating their results.

Motivating to pro-active approach on the part of the scientific community.

The majority of scientific organizations realize quite well that their future depends on their ability to better provide the innovative growth of the country. But they should use the instruments which will enable them to move ahead in a more efficient way. Despite the importance of the increasing demand for innovation in the business sector (including the existing large and small companies, and start-up companies), it is recommended to adopt special state programs and measures, directed at developing the pro-active approach on the part of scientific community while promoting the results of scientific research.

Restoring the scientific potential and the image of science and education. The system of state scientific research and the education system are losing their reputation both inside and outside the country. The recent fifteen years may be characterized as a period of stagnation, decline and struggle for existence. The system must be able to restore its research potential and to broaden to the new spheres of knowledge. Drastic reforms are needed for changing this situation. Some measures have already been announced, for example, significant increase of research workers' salary along with considerable staff reduction. However, such declarations must have practical implementation in correspondence with public expectations.

Mobility and updatability of the personnel in scientific and research institutions.

In order to revive the state system of scientific research, urgent measures must be taken to attract young employees into scientific and research institutions. Simultaneously, the idea of considering research career as lifelong activity should be renounced. The result of such an approach must be a higher level of the staff mobility, aimed at integrating the precious knowledge inside the innovative system. Besides, in many countries there is an obligatory 65 year-old age barrier for state researchers. May be this, though unpopular, measure, should be discussed in Russia.

Increasing the address character of measures.

It is recommended to increase selectivity and address character of the innovative policy. The experience of agencies and ministries in many countries, for example, in France and Germany, as well as initiatives of interdepartmental and national character, demonstrate the change of the course – from supporting the maximally broad network of scientific, educational and innovative-technological organizations to selecting the best, the most promising, maximal return-giving organizations, groups and companies. Such a course requires particular attention and special organizational arrangements for carrying out the monitoring and estimations of state scientific and innovative programs. Essential rearrangement of the statistical monitoring apparatus is also needed.

Harmonization of interests and actions of different agencies.

Coordination of interdepartmental national programs as well as coordination of actions among ministries and agencies in the frame of realization of sectoral or regional initiatives is often one of the weak links of innovative systems in many countries. We are not an exception in this case. It is recommended to take measures for providing the actual (not formal) harmonization of interests and actions. The global experience shows that such actual harmonization can be provided only while implementing large priority projects which have serious political support. In this connection, it is recommended to initiate large programs,

which could integrate different ministries and agencies. This may be, for example, a Republican program on nanotechnologies or the currently being implemented initiative of industrial parks development, and so on. In this case, every interested agency should allocate staff and its own budget in order to support the implementation of such “integrating” initiatives.

Monitoring and estimation of innovative policy implementation.

It is recommended to introduce the process of independent monitoring and estimation of implementation of innovative policy, programs and instruments. Besides, it is appropriate to spread the monitoring practice and estimation of legal acts impact as the main instrument for improving legislation. Such monitoring should act broader than public expertise and participation of social structures in the projects coordination.

Priorities in implementing the policy in the sphere of innovative system development.

It is recommended to prepare preliminary proposals (based on scenario approach) concerning limiting the number of priorities and measures for more efficient implementation of the tasks defined in strategic documents for concentrating resources on their accomplishment.

The Republic system of innovative system development management.

Nowadays in Russia the main supervisor of large state scientific and technical programs and innovative projects is the Ministry of Education and Science of the Russian Federation; that is, at present the innovative segment is formed generally within the frameworks of this Ministry. On the regional level the situation is similar. The transition to the innovative model of development requires a principally different model of innovation management. It is recommended to develop innovative programs within all Ministries connected with innovations, as it is done globally, and to provide coordination of this process [2, 5].

On the whole, the analysis of innovative activity shows that this subject represents a complex and contradictory phenomenon. The efficiency of innovative activity and, first of all, the rate and quality of scientific research and development results transmission into production, determine the success of transition to innovative model of economic development.

Nowadays, despite regular activity aimed at creating conditions favorable for the competitiveness development and the increase of market openness in the Republic of Bashkortostan, which are efficient instruments of stimulating the innovative process, the so-called “market mistakes” often act as obstacles for investment into innovation. Incompatible character of research and development as public good, on the one hand, and their implementation in the market taking into consideration the private interest, on the other hand, lead to the fairly low level of private innovative activity [6, 7].

In this case, the state cannot be narrowed to the issues of direct regulation in the sphere of research and development only. Innovations per se are not an efficient stimulus of economic growth; they are just an indication of the functioning of competitive environment, which has been formed and regulated in such a way that commercialization of knowledge is the most important instrument for increasing the competitiveness of economic subjects and, ultimately, the system as a whole.

The role of the state is in forming the efficient system of risk-sharing between the society and the subjects of innovative activity as participants of the innovative process and consumers of the innovative process results.

CONCLUSION

Thus, state regulation of innovative activity should be based on adequate information about its state, expectations of the subjects of innovative activity and on their possible participation in solving the problems of innovative process activation.

In conclusion it should be mentioned that the Republic of Bashkortostan possesses all necessary preconditions for small entrepreneurship functioning: the natural conditions favorable for many kinds of economic activity; the forming local market infrastructure for small business servicing, and the availability of large enterprises and centers of economic activity. However, as statistics shows, entrepreneurial potential of the region is not exhausted and there are objective preconditions for the increase in activity efficiency of the subjects of small and middle business. There are free niches, which must be occupied by entrepreneurs with new innovative thinking.

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