СМОЖЕТ ЛИ «САМО-ЛИДЕРСТВО» ПОМОЧЬ УСИЛИТЬ ПРЕДПРИНИМАТЕЛЬСКИЕ КОМПЕТЕНЦИИ?

Аннотация

Предпринимательство относится к числу наиболее востребованных тем у исследователей и политиков. Мы исследуем новый важный фактор развития предпринимательства — «само- лидерство». «Само- лидерство» — это процесс, с помощью которого люди влияют на себя для достижения своих целей. Шей определил это как наличие развитого чувства того, кто вы есть, что вы можете сделать, куда вы идете в сочетании со способностью влиять на ваше общение, эмоции и поведение на пути к конечной цели. Эта концепция была первоначально предложена и разработана Манцем в середине 1980-х годов как расширение теории самоуправления. Он представляет собой перспективу процесса индивидуального уровня, посредством которой мужчины и женщины влияют на себя, чтобы контролировать свои собственные действия и мышление. Целью данного исследования является изучение способностей предпринимателей к самостоятельности как источника знаний и компетенций. Исследование будет сосредоточено на сравнительном исследовании «само- лидерства» в разных странах. Основное внимание было удалено выявлению воздействия национальной среды предпринимательства на «само- лидерство».

Ключевые слова: Предпринимательство, само- лидерство, организационное поведение, само- мотивация, познание.

UDC 332.146.2

T. Taivalantti, S. Polbitsyn

ENTREPRENEURSHIP IN THE ARCTIC REGIONS: REVIEWING ARCTIC POLICIES OF FINLAND, RUSSIA AND SWEDEN

Abstract

In recent years, there have been an increasing interest towards the arctic regions. Arctic interests’ stakeholders from variety of fields; global corporates, politics and researchers, to name some. As the climate in the arctic region’s changes, and the effects in globalized world are placed to all countries, directly or indirectly. Common for all interested stakeholders is the knowledge about economic possibilities due to massive natural resources in the arctic regions and management
of those. The economic aims are however dependent on many issues. It should be noticed that pursuing economic development in the arctic regions, the local communities and local enterprises are an essential in order to justify operations in the arctic.

A considerable amount of literature has been published on arctic regions focused on economic and enterprise purposes. So far, however, there has been little discussion about entrepreneurship in the arctic regions. The aim of this paper is to examine the entrepreneurship in arctic regions by assessing the policy analysis of Finland, Sweden and Russia. Common for all these regions is the negative change in the population structure. However, entrepreneurship can be seen essential for the development of the arctic regions by supporting livelihoods and providing local people active role in the society. By framing how the entrepreneurship is discussed in the arctic context, this paper addresses both current conditions of entrepreneurship and possibilities for future perspectives of entrepreneurship and development in the arctic regions.

**Keywords:** Arctic region, Entrepreneurship, Finland, Russia, Sweden

The Arctic regions are a target of increasing global interest towards the massive natural resources. However, all economic operations in the area are dependent on the settlement and livelihood of citizens. Therefore, Arctic regions of Finland, Russia and Sweden are discussed from the perspective of entrepreneurship in this study. These arctic regions, populations and livelihoods are currently facing multiple challenges. Principally definition of arctic is based on the line formed by the Arctic Circle. However, there are multiple other approaches to define the Arctic among different stakeholder groups [1]. In this study, the arctic region is defined followingly in the chosen countries. In Finland and Sweden, the arctic is seen to consist of northern regions of each country, and arctic in Russia, as stated in the Russian Federation Policy for the Arctic to 2020 [2], is defined followingly: «in full or in part, the territories of the Republic of Sakha (Yakutia), Murmansk and Arkhangelsk provinces, Krasnoyarsk territory, Nenets, Yamal-Nenets and Chukchi autonomous districts».

This article aims to understand the livelihood conditions in the arctic regions of Finland, Russia and Sweden by reviewing the literature and policies applied to chosen arctic regions. The arctic policies of Finland, Sweden and Russia are analyzed from the perspective of the entrepreneurship and enterprises. The analysis of the policies is supposed to provide information how the entrepreneurship in the arctic context is perceived by these countries currently.

There can be found some common demographic factors for Russia, Finland and Sweden. For instance, the declining population is common for arctic regions in Russia, Finland and Sweden, which differs from the other Arctic regions, such as Alaska and Iceland, where the population is growing according to follow-up period 2000-2012 [3]. However, it should be noticed that in some Russian arctic regions, such as in Yamalo-Nenets and Nenets AOs, the population has increased [4]. In addition, common for these arctic regions is the age structure, as there are the oldest populations in arctic regions of Murmansk, Komi and Krasnoyarsk (Russia), in Lapland (Finland) and Lapland (Sweden), but also in Nunavik and Labrador (Canada) [3]. Also, it should be noticed that there are living indigenous peoples in the arctic regions of Finland, Russia and Sweden [3].

Urbanisation and appealing metropolitan areas with possibilities especially for young people are increasing the need for the development of rural arctic regions [5]. For instance, the capital cities and nearby areas are aggregating residents from the rural areas [3]. In the Russian north, the rural and urban areas diverge by their state of social development [6]. The living circumstances in Arctic are changing culturally, economically and socially, and due that, there is a need for modelling the present living conditions in these special changing circumstances [7]. The climate change and human operations in the arctic regions impact the traditional activities, such as reindeer herding, hunting, fishing and wild plant harvesting, and locals are concerned as the harvest and quality may be decreased due those changing factors [8].

While the best-known arctic business opportunities are oil, gas, mining and shipping, there can be seen economic potential of arctic bioeconomy, tourism, innovation, entrepreneurship and indigenous culture-based businesses [5]. As it is acknowledged that the global companies see opportunities in the arctic, the social license is inevitable for operations and development in the
arctic, and therefore devoting and involving and communicating with the local communities is a way to achieve sustainable business development [9]. There have been multiple approaches to benefit sharing in different arctic regions, for instance paternalistic, company centered social responsibility (CCSR), partnership and shareholder modes [10].

However, there can be seen difficulties in finding workers for expanding industries in some regions. The lack of labor force is becoming an issue in the Russian arctic regions and this can be already seen in some regions, as for instance in Nenets Autonomous District, where the lack of labor force has progressed for several years as the oil production has developed [11]. As there is lack of professional personnel and proper road network infrastructure in the Russian arctic, on the other hand, there are difficulties such as decline in population, weak health and social services, aging of the population, mortality rate over birth rate and problems regarding alcohol consumption [6]. There is a decline of population in the Russian rural regions, which is mainly due to the low wages, situtation of unemployment and lack of career development [12]. The social and economic challenges of local societies in the Russian Arctic are one of the challenges for the regions [4]. These all factors impact the entrepreneurial possibilities in the regions.

While the Arctic policies of Finland, Russia and Sweden all discuss widely about the socio-economic situations in the arctic, the entrepreneurship is not in the focus [20, 21, 22]. Instead, the focus is on natural resources and large-scale operations concerning those resources. However, Finland addresses most attention to the entrepreneurship in its Arctic strategy compared to arctic policies of Sweden or Russia. In its policy, Finland discusses about the entrepreneurship especially by describing it as small-scale and focused on tourism, handicrafts and food products. In all policies, the livelihoods are discussed for instance in context of sustainability, quality and diversity (Table 1).

Table 1
Comparison on how entrepreneurship is addressed in Arctic Strategy Policies of Finland, Russia and Sweden

<table>
<thead>
<tr>
<th>Country Arctic Strategy</th>
<th>Finland</th>
<th>Russia</th>
<th>Sweden</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentions of Entrepreneurship</td>
<td>Small-scale nature-based entrepreneurship; tourism, handicrafts and food products</td>
<td>In the regions of Murmansk, Komi and Yakutia mentioned</td>
<td>No mentions of entrepreneurship</td>
</tr>
</tbody>
</table>
| Aims of Entrepreneurship | - Renewable natural resources-based entrepreneurship  
- Diversifying and growing the volume of entrepreneurship about Northern forests  
- Responsible tourism entrepreneurship; projects, developing operational preconditions | - Development of small- and medium enterprises  
- Food and other local products  
- New business fields  
- Diversity of businesses |  |
| Aims of Livelihoods | Cultural identity, diversity for livelihoods | Quality of life | Sustainable livelihoods in long-term |

Sources: [20, 21, 22].

There have been addressed multiple solutions for overcoming the challenging circumstances of the arctic regions. For instance, according to one view, the focus should be aimed on the agricultural production in the Russian arctic as a solution to recover the depressing situation of rural
regions in the current circumstances before the negative development proceeds and changing the direction becomes more difficult [12]. It is noticeable, that young people in the arctic matter for its future development. For instance, according to another view, the focus should be directed to attract young people to move to these developed settlements in order to support natural growth for the regions [11]. In a study about Finland, the entrepreneurship was seen as a «livelihood recipe» in rural remote areas among the young people and also as a provider for appealing freedom in life choices [14]. Also, according to Arctic Business Analysis published by Nordic Council of Ministers, supporting entrepreneurship and innovation in the arctic is increasingly emphasized in the Nordic country’s schemes [5]. Entrepreneurship can be seen as a possibility to increase the diversity of labour market, as one challenge for the future of Nordic Arctic is the dependency on the primary industries [15]. In the Russian Federation, there is seen a need for more active role of municipal authorities and entrepreneurs in order to develop the rural entrepreneurship and its innovations, especially as the economic centralization is strong [16, 17]. The interest of locals towards entrepreneurship and small businesses, is however important in order to launch new support systems [18] and indigenous entrepreneurship can be seen as its own study field [19].

To conclude, the entrepreneurship in the arctic regions is only little studied so far. In Alaskan case, the entrepreneurship was studied in a sub arctic community and there were found opportunity seekers and reactive entrepreneurship [23]. As it can be seen from the countries’ arctic policies, the entrepreneurship is not largely debated while there is seen economic growth in the arctic regions. The entrepreneurship in the arctic may be focused on the nature-based enterprises and natural resources, but more innovative approaches and support to entrepreneurship in the arctic regions could provide possibilities and diversity for livelihoods.

Bibliography
8. Mikhaylova G. The Arctic society under the environmental and climate change (based on survey results) / G. Mikhaylova // Arctic and North : Northern Arctic Federal University. 2018. № 32. P. 95-106.

Т. Тайвалантти, С. Н. Полбицьн

ПРЕДПРИНИМАТЕЛЬСТВО В АРКТИЧЕСКИХ РЕГИОНАХ: ОБЗОР АРКТИЧЕСКОЙ ПОЛИТИКИ ФИНЛЯНДИИ, РОССИИ И ШВЕЦИИ

Аннотация
В последние годы возрос интерес к арктическим регионам. Арктика интересует глобальные корпорации, политиков и ученых-исследователей, поскольку климат в арктических регионах меняется, и последствия в глобальном мире распространяются на все страны, прямо или косвенно. Общим для всех заинтересованных сторон является понимание новых экономических возможностей, связанных с огромными природными ресурсами в арктических регионах, и стремление к управлению ими. Однако достижение экономических целей зависит от многих факторов. Следует отметить, что среди факторов обеспечения экономического развития в арктических регионах важными следует признать факторы развития местных сообществ и местного предпринимательства.

Опубликовано значительное количество статей, посвященных исследованию арктических регионов и развитию предпринимательства. До сих пор, однако, было мало дискуссий о развитии предпринимательства в арктических регионах. Целью данной работы является изучение предпринимательства в арктических регионах путем анализа политики Финляндии, Швеции и России. Общим демографическим фактором для всех этих регионов является негативное изменение структуры населения. Тем не менее, предпринимательство может считаться важным для развития арктических регионов, способным обеспечить источники средств к существованию для местных жителей. Авторы рассматривают текущие условия предпринимательства, что позволило им определить перспективы развития предпринимательства в арктических регионах.

Ключевые слова: Арктический регион, предпринимательство, Финляндия, Россия, Швеция