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ОЦЕНКА ВЛИЯНИЯ ПРОЦЕССОВ ЦИФРОВИЗАЦИИ НА РАЗВИТИЕ МЕЖДУНАРОДНОЙ ТОРГОВЛИ

Аннотация

В данной статье исследуется роль цифровизации и связанных с ней технологий в современной международной торговле. Глобальная экономика и цифровизация в международной торговле растут быстрыми темпами, и цифровое пространство становится ключевой областью глобальной торговли. Влияние цифровизации на международную торговлю, влияние изменений в структуре и формах международной торговли, усиление глобальной конкуренции и ее переход в нематериальный сектор; появление новых форматов и возможностей для международного бизнеса посредством оцифровка, расширение трансграничной торговли и невидимой занятости, а также сокращение трансграничных и внутренних операций в условиях глобализации цифровой среды; такие факторы, как быстрый рост цифровой торговли с компаниями, предприятиями и домашними хозяйствами, появление науки нового поколения.

Ключевые слова: цифровая экономика, цифровизация, глобализация, международная торговля, технологии.

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THE GENESIS AND CONTENT OF ENTREPRENEURIAL ECOSYSTEM CATEGORY INTRODUCTION

Abstract

This article presents a detailed analysis of foreign scientific research based on the concept of "entrepreneurial ecosystem" and description of the key components of the structure of the entrepreneurial ecosystem, as well as the key factors and principles of the effective functioning of entrepreneurial ecosystems. The main purpose of this article is to reveal the origin of the concept of "entrepreneurial system", the definition of this concept in various studies, to highlight the main features of entrepreneurial ecosystems, as well as to expand and systematize the knowledge of this category.

Keywords: entrepreneurial ecosystem, concept of "ecosystem", environmental theory.

With the growth of entrepreneurship on a global scale, the important role of entrepreneurship in economic development is increasingly recognized. In recent years, entrepreneurship has played a huge role in stimulating economic growth and social progress [7, p. 217-226]. As the impact of entrepreneurship on economic development has grown, in-depth studies of entrepreneurship have been constantly conducted around the world. The interaction between entrepreneurial activity, business entities and the business environment has been widely recognized by the scientific community and the community of practitioners. Many countries have begun to attach great importance to the creation and study of entrepreneurial ecosystems, and entrepreneurial ecosystems have begun to enter the field of entrepreneurial research everywhere.

For the first time the concept of "ecosystem" was mentioned and introduced into scientific circulation back in 1935 by Arthur Tensley. The famous British botanist described the ecosystem as a complex of interconnected organisms of different species and the abiotic environment affecting them and simultaneously changing them with the participation of energy metabolism. Later, many scientists began to notice some similarities between the biological and economic world, since participants in any socio-economic system regularly exchange resources both among themselves and with the outside world. Also, all existing connections within the ecosystem and beyond are not permanent, and their effectiveness and the level of functioning of the socio-economic system as a whole are directly proportional.

Based on these facts, James Moore in his work "Predators and Victims: The New Ecology of Competition" from 1993 for the first time adapted and used the concept of "ecosystem" in the theory of economics and entrepreneurship, thereby giving rise to the theory of "entrepreneurial ecosystems. In his research, which was awarded the McKinsey Award as the best article of the year, J. Moore defined "entrepreneurial ecosystems" as "dynamic and jointly developing communities consisting of various entities that create and receive new content in the process of both interaction and competition." However, the author in his work paid attention not only to the essential concept of the term, but also to a deeper study of the structure and specifics, thereby describing the complexity of entrepreneurial ecosystems – "... this is an economic community based on the foundation that is made up of interacting organizations and individuals, organisms of the world of entrepreneurship... The ecosystem of any enterprise includes consumers, market intermediaries (including agents and channels for the movement of goods, as well as those who sell related products and services), suppliers and, of course, the company itself... But the ecosystem of any enterprise also includes owners and other stakeholders and, in addition, ... government departments and regulatory agencies, associations and organizations that ensure compliance with standards and represent consumers and suppliers. To some extent, ecosystems include direct and potential competitors, as well as any other important members of society." [5, p. 75].

Since the research of the entrepreneurial ecosystem uses an ecological approach to study the entrepreneurial process, the characteristics of its interdisciplinary properties make its conceptual definition relatively difficult. Since J. Moore introduced the ecosystem into the field of entrepreneurship research in 1993, two main schools were formed: "environmental theory" and "subject-environment theory". The first is presented by Cohen B. and Isenberg D. J. and believes that the entrepreneurial ecosystem refers to the external entrepreneurial environment in which the entrepreneurial enterprise is located. Using this approach, the ecosystem mainly includes resources provided for the development of an entrepreneurial enterprise and participating organizations (government departments, scientific research, financial institutions, etc.) [10, p. 184-185]. An entrepreneurial ecosystem is, in fact, a system network that can be understood as a community in a certain area. The community includes many interacting business entities, and the healthy operation of the entire system is aimed at maximizing economic and social value. Cohen, based on the theory of industrial clusters and industrial ecology and based on a sustainable natural ecosystem as a model, proposed the concept of a sustainable entrepreneurial ecosystem, understanding it as an interdependent entity within a geographical area. Through interaction, this affects the overall formation and trajectory of the group's evolution, and ultimately contributes to the comprehensive development of the economy [8, p. 49-72].

Also using this approach, the effectiveness of the functioning of entrepreneurial ecosystems is provided by the following factors:

- The policy covers government regulation and support of entrepreneurship.
- The financial sector includes all financial services provided to entrepreneurs.
- Culture embraces social norms and success stories that help inspire people to become entrepreneurs.
- Support areas include non-governmental organizations, infrastructure, and professional support such as investment bankers, technical experts, and consultants.
- The market covers business networks and customers.

– Human capital includes the education system and the level of qualification of employees.

The theory of the subject-environment is presented by Vogel P (2013), Lin Song (2011) and Cai Li (2016) and assumes that an entrepreneurial ecosystem is a whole system consisting of entrepreneurial enterprises and an external entrepreneurial environment. Spiegel defines it as a number of regional environmental factors that influence the development and growth of fast-growing startups or innovative startups [4]. The difference is that the regional innovation system focuses on the regional environment that promotes the innovation activities of existing mature companies, while the entrepreneurial ecosystem focuses on the business entity and integrates it into the regional background environment to explain the emergence and development of entrepreneurship [1, p. 5-16]. This theory focuses on the unique needs and growth trajectories of fast-growing and innovative enterprises, rather than on all enterprises; emphasizes the important role of the background environment in the promotion of entrepreneurship; and attaches great importance to the key role of entrepreneurs and the mechanism of the flow of entrepreneurial knowledge and entrepreneurial resources.

GEM divides the entrepreneurial ecosystem into 10 basic conditions: financing channels, public policy, state planning of entrepreneurship, entrepreneurial education, transfer of R&D, commercial and legal foundations, rules for access to domestic markets, dynamics of domestic market development, physical infrastructure, as well as cultural and social norms. Similar to the systems thinking of the entrepreneurial ecosystem theory, regional entrepreneurial systems refer to regional economic, social, institutional and other factors that interact and systematically influence the creation, discovery and development of entrepreneurial opportunities. The regional entrepreneurship system clarifies geographical units that take on the function of encouraging entrepreneurial activity, and is aimed at identifying influencing factors with geographical boundary effects.

Many scientists emphasize the importance of the concept of “system” in defining the concept of an entrepreneurial ecosystem. Taxonomic methods can be used to classify and separate its elements. All elements can be divided into two aspects: related institutions, such as venture capitalists, and entrepreneurship support systems. Among them, the former mainly refers to related institutions such as direct derivatives, indirect derivatives, and potentially derivative startups, with the latter referring to infrastructure, capital, universities, governments, and entrepreneurial culture [9, p. 284-307].

The entrepreneurial ecosystem is an organic whole consisting of participants in entrepreneurship and the entrepreneurial environment. In this system network, the government, large enterprises, universities and research institutes, investment institutions and intermediary institutions, as well as other business participants occupy a central position, forming an entrepreneurial system with an entrepreneurial environment in the system, and promoting the balanced development of the entrepreneurial ecosystem in continuous operation, thereby increasing the level of entrepreneurship and the level of success in entrepreneurship activities.

Mason and Brown believe that an entrepreneurial ecosystem is a group of interconnected potential or existing entrepreneurs in a particular region. It is very important to mediate and regulate issues through formal and informal activities in order to ensure entrepreneurial efficiency and growth-oriented entrepreneurial opportunities. The systematization of the entrepreneurial ecosystem is reflected in the fact that it is a combination that includes a number of elements that affect the entrepreneurial process, such as institutions, resources and management bodies. The combination of these factors is the main contour of the system. The process of unification has a certain complexity. The various elements are closely and effectively connected. Due to the interaction, they form a structural system. The optimal combination of system elements ensures the healthy development of the entrepreneurial ecosystem, thereby helping entrepreneurs realize their entrepreneurial dreams, reducing social pressure on employment and contributing to regional economic development [11].

A number of scientists also emphasize the importance of “ecology” in defining the concept of an entrepreneurial ecosystem. Although different sectors have different goals, traditions and

influence, this ecosystem provides them with a symbiotic relationship that allows them to develop together and maximize social wealth. There are many ecological communities in the entrepreneurial ecosystem. These ecological communities depend on each other and support the healthy development of the entire ecological system in the process of interaction. There are many systemic participants in environmental communities, including individual entrepreneurs, government agencies and enterprises. The process of interaction between different communities is influenced by the environmental impact of entrepreneurial culture, market characteristics and infrastructure [6, p. 190-208].

Like natural ecosystems, the functioning of entrepreneurial ecosystems is aimed at maintaining the dynamic balance of the system, which requires startups to be highly dependent on their external environmental environment. A socially-oriented entrepreneurial ecosystem uses cooperative and symbiotic ecological populations as a carrier, striving to achieve complementarity of resources within the system, emphasizing the common natural ecological characteristics of mutually beneficial symbiosis and joint development between social entrepreneurial enterprises and the entrepreneurial environment.

The quality of entrepreneurship in the region also has environmental characteristics, and it will gradually improve as the interactive symbiosis develops. In specific regions, the level of entrepreneurial activity benefits from the ecological evolution of the entrepreneurial system. For an entrepreneurial ecosystem, entrepreneurs themselves are always at the center of ecology, but the rational construction of the entire ecosystem depends on policy guidance, as well as on the environmental environment of supporting measures such as finance and infrastructure.

The table below shows the chronology of the development of the main definitions of an entrepreneurial ecosystem (table 1).

Table 1

The chronology of the development of the main definitions of an entrepreneurial ecosystem

Year	Scientist	Concept definition
1993	James Moore	Dynamic and jointly developing communities consisting of diverse actors who create and receive new content in the process of both interaction and competition.
2006	Cohen	Entrepreneurial ecosystems are communities formed by interacting entities in specific regions to achieve sustainable development by supporting and promoting the creation and growth of new enterprises.
2011	Isenberg	An entrepreneurial ecosystem is an entrepreneurial environment that allows entrepreneurs to easily obtain the manpower, funds, and expert resources needed to start a business, be stimulated by policies, and
2013	Vogel	An entrepreneurial ecosystem is an interactive community within a geographic area. Entrepreneurial entities and the environment coexist and interact to promote the establishment of new enterprises.
2014	Mason & Brown	The entrepreneurial ecosystem is a series of interconnected entrepreneurial entities (entrepreneurial enterprises, investment institutions, universities, etc.) and entrepreneurial environments
2017	B. Spiegel	Entrepreneurial ecosystem Is a combination of social, political, economic and cultural elements in the region that support the development and growth of innovative startups and encourage emerging
2017	Ten TangWei	The entrepreneurial ecosystem takes entrepreneurship and innovative talents as the core, and realizes the development of the derivative economy through the spillover effect of innovative knowledge. Its

Analyzing the current research, the academic community has not reached agreement on the definition of the value of the entrepreneurial ecosystem, and there are differences in the prospects of research, however, most scientists believe that the entrepreneurial ecosystem consists of many entrepreneurial ecological populations, and each population develops synergetically in interaction, by participating in the construction of an entrepreneurial ecosystem, in order to find its own ecological niche and contribute to the balanced development of the entrepreneurial ecosystem in the process of achieving the optimal combination.

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ГЕНЕЗИС И СОДЕРЖАНИЕ КАТЕГОРИИ ПРЕДПРИНИМАТЕЛЬСКОЙ ЭКОСИСТЕМЫ

Аннотация

В данной статье представлен подробный анализ зарубежных научных исследований, основанных на понятии "предпринимательская экосистема", и описание ключевых компонентов структуры предпринимательской экосистемы, а также ключевых факторов и принципов эффективного функционирования предпринимательских экосистем. Основная цель данной статьи – раскрыть происхождение понятия "предпринимательская система", определение этого понятия в различных исследованиях, выделить основные особенности предпринимательских экосистем, а также расширить и систематизировать знания данной категории.

Ключевые слова: предпринимательская экосистема, понятие "экосистема", экологическая теория.