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INVOLVEMENT OF STATE IN THE RURAL ENTREPRENEURIAL ECOSYSTEM

Abstract:

Based on a moderated survey of rural entrepreneurs and previous studies, the concept of an entrepreneurial ecosystem of rural territories is proposed, based on the recognition of the regulatory role of the state in the transformation of the agro-food system, the foundation of which, unlike existing concepts, is an open information environment. The scientific significance of the concept lies in the development of scientific ideas about the systemic socio-economic development of rural territories.

Keywords:

rural entrepreneurship, entrepreneurial ecosystems, rural areas, food security, information technology, digital infrastructure

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The importance of the relationship between the development of rural entrepreneurship and the socio-economic development of rural territories is recognized by many researchers, but recently there has been a deeper understanding of not just the relationship, but the presence of a causal relationship between the development of rural entrepreneurship and the development of rural territory [1]. This understanding is the basis for the concept of a rural entrepreneurial ecosystem [2], which is increasingly being addressed by scientific researchers and which is becoming increasingly popular among fiction writers. The rural entrepreneurial ecosystem is perceived by researchers as a multicomponent system with multifactorial connections between its components, however, when studying it, the equivalence of all its components is overlooked, which leads to a simplification of the concept itself and a reduction in its role in determining the processes of rural development. In our previous works, we analyzed in detail the role of individual elements or actors in the functioning of the entire ecosystem [3,4]. A similar approach can be found in a number of works by Russian and foreign researchers who formed the conceptual basis of the entrepreneurial ecosystem.

It can be argued that a consensus opinion of researchers has been developed on the versatility, complexity of the rural entrepreneurial ecosystem, vision that the ecosystem should be considered as a socio-economic phenomenon that includes numerous elements and actors operating in various institutional fields [5]. The presented arguments lead us to the conclusion that the study of the rural entrepreneurial ecosystem should be carried out with mandatory consideration of the position and involvement of both the state and municipalities in the development of rural entrepreneurial systems as a foundation for sustainable development of rural areas.

The diversity of the actors' composition and the difference in their interests require to investigate the variety of types of interactions between them, which leads to the complication of the ecosystem concept itself. In our opinion, the variety of types of interactions between actors requires a high degree of adaptability from the ecosystem to both endogenous and exogenous factors, which can only be ensured by the active participation of the state in its formation and development. We believe that entrepreneurial ecosystems arise only at a certain level of entrepreneurship development, which requires the creation of conditions and institutions that ensure their further development and self-regulation. The state, supporting the development of rural entrepreneurship, cannot create an entrepreneurial ecosystem itself, any actor, regardless of his aspirations and capabilities, can only contribute to its formation.

The researchers also note that the weak institutional field in Russia hinders the development of entrepreneurship [6]. I.M. Golova [7] draws attention to "the organization of socio-economic mechanisms of innovative self-development of territories", which confirms the relevance of the problem we put forward about the need to form a socio-economic ecosystem of rural territories. V.L. Bersenev [8] notes the high importance of formal institutions for Russian agricultural producers. According to the researcher, the action of formal institutions should not be operational, but long-term, principled, which can be ensured only with the active involvement of the state in the development of rural entrepreneurship.

N.L. Smelik convincingly proved the need to transform economic systems in order to increase their socio-economic efficiency [9]. The results obtained by the researcher can be transferred to rural entrepreneurial ecosystems as a particular type of economic systems studied by the author, the purpose of which is to ensure the sustainability of rural development, for which the principles of transformation of rural entrepreneurial ecosystems as economic systems should

be defined. The mechanism or algorithm of transformation of rural entrepreneurial ecosystems is based on indicators of priority of development, or factors of ensuring the effectiveness of ecosystem functioning.

To build the desired model, we applied the method of determining the control values of fundamentally significant institutions based on a moderated survey of entrepreneurs. The method was based on a survey among rural entrepreneurs of the Sverdlovsk region. the study of entrepreneurial organizations of the agro-food system of the Sverdlovsk region using open data. To achieve this research goal, we conducted a telephone survey of rural entrepreneurs to determine their assessment of the institutions of the rural entrepreneurial ecosystem. As a result of the study, the values and significance of the institute of state support for rural entrepreneurship were determined from the point of view of rural entrepreneurs themselves. as it was found out as a result of the survey, this is an institution of state support, or as it was noted by the respondents themselves, state non-interference. On the one hand, rural entrepreneurs expect support from the state, on the other hand, they are afraid of excessive regulation of their activities by the state. This position is also confirmed by other authors [10].

Analyzing the changes in the expert assessment in different years and realizing that this assessment was carried out on the basis of different perceptions of both entrepreneurial business and the conditions for the development of rural entrepreneurship, it is necessary to conclude that entrepreneurs are becoming more demanding of the conditions in which rural entrepreneurship is developing. In our opinion, the dynamics of the expert assessment of rural entrepreneurship indicates a stable perception of entrepreneurial activity in the studied rural areas.

The conducted research has once again convincingly demonstrated the importance of rural entrepreneurship for the sustainable development of rural areas. It is entrepreneurship, small business that is the basis for the development of the rural economy. On the other hand, rural entrepreneurship, the foundation of which is a family business, ensures the social stability of the village, not only providing the population with a stable income, but also forming a positive perception of their professional development in their native village among rural youth.

The scientific novelty and practical significance of the research lies in the development of the author's factor model of building a strategy for the development of rural entrepreneurship in the context of an entrepreneurial ecosystem aimed at ensuring sustainable socio-economic development of rural areas and increasing the competitive environment of the ecosystem. This model can be used in administrative structures when developing programs to support rural entrepreneurship, as well as in the real sector of the economy in strategic planning and forecasting the development of entrepreneurial organizations.

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