ОБРАЗОВАНИЕ КАК ЧАСТЬ ПРЕДПРИНИМАТЕЛЬСКОЙ ЭКОСИСТЕМЫ

Аннотация
Образовательные программы предпринимательству представляют собой подобие образовательных программ по экономике и менеджменту. Мы считаем, что необходим новый подход к разработке программ, основанный на тесной связи с предпринимательской экосистемой. Мы полагаем, что при определении наиболее эффективного подхода к разработке образовательных программ следует рассматривать образование как часть региональной предпринимательской экосистемы. Предлагаемый нами подход к определению путей реорганизации образовательных программ на основе теории инноваций позволяет нам в большей степени рассмотреть стратегию дальнейшего развития предпринимательскогообразования и повысить эффективность программ. В заключение мы определим задачи последующего исследования, выявив наиболее интересные темы для изучения методологии предпринимательского образования.

Ключевые слова: предпринимательство, предпринимательские университеты, образовательные программы, предпринимательская экосистема, методика обучения.

UDK 334

SMALL AND MEDIUM-SIZED ENTERPRISE: PROBLEMS AND DEVELOPMENT PROSPECTS: A REFLECTIVE ANALYSIS

Abstract
This paper examines a reflective analysis of the problems and development prospects of small and medium-sized enterprises. Small and Medium-Sized Enterprise (SME) drives the economic growth of the countries. Individuals engage in SMEs because of the entrepreneurial passion, shortage of financial resources, lack of human capital competencies, lower level of education, less integration and sophistication, and social infrastructure. The business nature of the Small and Medium Enterprise becomes slower than large organizations in terms of the operational activities and information technologies. This study concentrates on the qualitative research methodology because of figuring out the problems and development prospects of the SMEs. In the SMEs business environment, the operational activities become challenging because of the skills gaps, competencies shortage, workforce performance and experiences, technical know-how, and so on. SMEs' business owners experience difficulties concerning knowledge, skills, abilities, technological capabilities, productivity, human resources, capital, environment, information and communication technology, and so on. Such kinds of problems prevent the innovation, growth, and profitability of SMEs. Scholars consider the biggest challenge of SMEs becomes the sources of funds, guidelines, policies and frameworks, information and communication technology, training and awareness, education, and human capabilities. The activities of SMEs have considered educational measures concerning employability. Training is needed in the individual level of SMEs because of figuring out the potentialities and overcoming the problems. The success of the Small Medium-Sized Enterprise increases because of the independence of the owners and performing many steps informally.

Keywords: small and medium-sized enterprise, human capital, innovation, entrepreneurship, economic growth.

1. Introduction
Small Medium-sized Enterprise (SME) plays an essential role in all economies and become a powerful and significant driving force of the economy. The size of SME may not be huge, but the contribution is quite remarkable to the economic growth due to the nature and process of business. This paper concentrates on determining the problems and development prospects of Small Medium-sized Enterprise by reviewing some existing pieces of literature and the present situation of organizations of this going business world. Employee becomes an indispensable part and parcel of the enterprises, where the number of employed persons increases according to the proportion of the

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total working population. Newly employed working personnel bring new products and new services, start brand-new businesses on their own, contribute to the company, enterprise, exports, national wealth, competitiveness, and economy. In comparison to large organizations, SMEs have a more modest organizational structure, where SMEs have fewer specialized tasks, ordinary and artificial human, financial, and material resources.

In the competitive business world, the nature of business changes constantly and rapidly due to the market condition and requirements, and the demand for the labor force. Changing activities of the business forces not only larger organizations, but also the SMEs look for new ways, procedures, and operational activities due to surviving, sustain, and doing business in this competitive world. Most of the organizations are customer-oriented. The customers make higher demands on the products or services they are willing to buy according to their needs. New product development becomes the prime concerning fundamental issues of organizations and SMEs. Small to large enterprises introduce new products faster on the market and meet individual and potential customers’ demands. The business has a powerful connection with innovation. The knowledge creation of new products according to the customer’s demands become the most prominent source of innovation. Comparing to the large enterprises, the business activities of SMEs depend on their daily activities from industrial production to delivery to the final consumer and environment that includes suppliers, competitors, and customers. The management structure of SMEs does not have many people with whom they can discuss or consult when making decisions for the business.

Business owners and management personnel have characterized the current business environment, where nature, activities, and performance influenced by highly turbulent and modern information and communication technologies, globalization, short innovation, production cycles, and employee mobility. As a result, all businesses face challenges to compete in such an environment. To survive issues, organizations not only large but also small have to utilize their available resources to meet the target market and consumers’ requirements. For survival issues, SMEs need to respond to longer-term changes in the environment.

Technological advancements make businesses more competitive. SMEs have a limited version of Information and Communication Technology (ICT) in their business operations, where and the employees have fewer ICT capabilities. SMEs face the challenge due to not adjusting the business operations with technological advancements. Lower levels of organizational readiness, insufficient skills, and knowledge of technical sectors make the slow growth of the sales. Implementing and using ICT successfully help enterprises improve the overall condition of the business, reduce costs, face fewer errors, reduce inventories, create new market opportunities, communicate and cooperate with customers and suppliers.

Researchers have discovered a remarkable relationship exists among Small Medium-sized Enterprises, innovation, and entrepreneurship. They conclude the owner of SMEs are entrepreneurs. Entrepreneurial activities exist many of the governments, think tanks, non-governmental, and international organizations. Entrepreneurial activities end poverty and social inequity, promote women’s empowerment, adjust with technological advancement, and implement business solutions to the world’s environmental challenges. SME owners encourage and develop entrepreneurship within the business world. The knowledge of the causes and consequences of entrepreneurial activities in small and medium-sized enterprises becomes concerning issues because of the decision-making process and achievement of multiple sustainable improvements of the firm. SMEs expand innovation through exploiting new opportunities, promoting productivity and creating employment, understanding, measuring, and monitoring entrepreneurial activities, determining the process of how to deal with challenges, starting and running, and businesses.

The aims of this study become determining the business activities of Small Medium-sized Enterprises, assessing the challenges, looking for new potentialities, dealing with developments through Information and Communication Technology, and measuring the role of entrepreneurial actions regarding small businesses. This study determines the activities of SMEs and large organizations, implementing diversity management practices associated with the demographic factors (age, gender, work experience), and the relationship between the business production and market
demands. This paper will be additional support for scholars who interest in researching determining the problems and developments of Small Medium-sized Enterprises. The study has organized as follows. Section 2 provides an introduction of the Small Medium-sized Enterprises and its business activities, problems, and development prospects from a theoretical and empirical literature review perspective. Section 3 describes the research methodology. Chapter four addresses the relation of Small Medium-sized Enterprises to education, Information, and Communication Technology. Finally, the study concludes the investigation.

2. Theoretical and Empirical Reviews

2.1 Enterprise and Small and Medium Enterprise

Researchers have discussed enterprise, the same form of a business organization, consist of one or more domestic establishments under common ownership or control. The number of employees within an enterprise has determined by the number of full- and part-time workers across all associated establishments, where payments based on the payroll according to the working periods. Relatively, small and medium acts differently in the manufacturing, agricultural, and service sectors. Small and Medium-sized Enterprises run business operations with fewer than 500 employees. The Australian Bureau of Statistics has mentioned there is no universally accepted definition of Small and Medium Enterprises. Small businesses and their products account for a significant proportion of business activity, where small businesses consist of 0–19 employees (Australian Bureau of Statistics 2008) [1].

The owners of smaller firms have concentrated on domestic markets, and many will continue the company. Some of them expand the horizon of the business through globalization, inter-firm linkages, and clusters. Smaller enterprises have limited capacity to invest in innovation, where public policies or attitudes, and which constrain creativity, competition, risk-taking, and adequate. Researchers from OECD (2000) [5] countries have discussed SMEs as non-subsidiary, independent firms that employ fewer than a given number of employees, which play an influential role in economic growth in the OECD areas, which provide the source for most new jobs. They have mentioned small firms consist of employees fewer than 50. And, micro-enterprises have at most ten or in some cases five, workers. The activities and market demand of SMEs increase in the economy of the OECD areas because of downsizing and outsourcing more functions of larger organizations. Entry and exit of smaller firms in the business world impact the productivity growth of the firms, and consequently, the economic growth of the country. OECD countries researchers (2000) have noticed two-thirds of economic activity and employment jobs of SME is in the service sector. SMEs include wholesale and retail trade, the hotel and restaurant business, communications and business services, and construction industry business sectors of OECD countries. SMEs provide business services at least half of the OECD manufacturing employment and contribute to the technology-intensive industries. SMEs deal with information and communications technology (ICT), computer software and information processing, research and development, biotechnology, marketing, business organization, and human resource development and entrepreneurial sectors. SMEs create opportunities, innovate, take risks, develop new goods and services, drive business dynamics (the birth, expansion, contraction, and death of firms), and fuel overall economic growth [5].

2.2 Empirical Review

Gindling and Newhouse (2014) [7] have mentioned self-employed people in developing countries are successful entrepreneurs with the measure of success being whether an entrepreneur worker is an employer, as opposed to an own-account worker. Their study shows unsuccessful self-employed people share similar characteristics with their successful counterparts, where they have the potential to become employers but face external constraints on growth. Small Medium-sized Enterprises make significant contributions to employment generation considering the growth-oriented micro-enterprises in the informal economy in developing countries. Nowadays, Small Medium-sized Enterprises monitor new enterprise formation, where a decline has noticed in entrepreneurship. This case reflects the new firm's creation rate that is lower and older enterprises' domination power that increases in total employment. The study shows young companies become more innovative. Young businesses have higher productivity growth rates and created more new jobs. A rising share of mature enterprises influences on the declining number of young enterprises. The
consequences of Small Medium-sized Enterprises face challenges because of increasingly burdensome regulations and a higher rate of business consolidation. Business dynamism declines because of new technologies, mature enterprises, and large chains with many establishments. Small Medium-sized Enterprises create a stable working environment. Small Medium-sized Enterprises build a relationship between the entry of new enterprises and economic growth [7].

Vieru et al. (2015) have determined the digital competencies (DC) in SMEs by creating a conceptual framework. This framework directly processes business planning and outlines the skills and expertise that the enterprise needs for business operations and connects the competitiveness of the SME with activities and available resources in the long-term and short-run too. They argue a firm’s capacity increase because of deploying its material and intangible resources in combination with skills and expertise and Information and Communication Technology (ICT) competencies associated with an enhanced commercial achievement by Small Medium-sized Enterprises (Vieru et al., 2015) [8].

Researchers have noticed large businesses have more available resources that include capital, knowledge, and technology. These resources adjust and drive larger organizations’ business operations and make the firm environmentally sustainable. At the same time, (Font, Garay, & Jones, 2016) have mentioned Small Medium-sized Enterprises and their sustainability efforts are significant as well regarding business operations and sustainability. SMEs can overcome many challenges, the ability to meet the increasing demands from stakeholders, to make sure transparency and accountability from firms, and to expand environmental sustainability (Font, Garay, & Jones, 2016) [3].

3. Methodology

This study concentrates on case studies research methodology by analyzing the quantitative and qualitative existing pieces of literature, freely available online reports and other contributions of the small to large-sized enterprises. Eisenhardt (1989) has defined case studies, where he mentions it can take a photograph, allow the understanding of a specific context reality, use a unique combination of research methods that collect relevant data. Small Medium-sized Enterprise analyzes the market condition and business pattern of the competitors’ through case studies considering the terms of entrepreneurial competences, intention and confidence, expectations, achievements, and outcomes measurements (Eisenhardt, 1989) [2].

4. Discussion

4.1 Resource Allocation

Small Medium-sized Enterprises deal with the core service delivery of the business. The core service delivery involves a series of cyclical processes (weekly or monthly cycle) requiring co-ordination of human tasks (effective allocation and supervision of work), communications (management efficiency and leverage), and data transmission (traditional accounting and bookkeeping businesses). SMEs strategic business component depends on infrastructure and processes considering the number of clients and number of personnel. Researchers have used workflow language and workflow system for pilot resource allocation to provide management with a clearer understanding of how available resources allocates to the business processes for potential benefits (van der Aalst and Ter Hofstede 2005) [6].

4.2 Skills Gap

Researchers have noticed the relevant literature shows most of the Small and Medium-sized Enterprise experience Information and Communication Technology skills gap. For the expansion of the business horizons, SMEs need to close the skills gap with the aid of greater awareness amongst enterprises. The importance of individual learning measures that include suppliers of employability and training and education through institutions and academia help SMEs improve the coordination and communication of the skills needed for the operational activities. The SME business condition improves through filling the skills gaps. Changing happens because of facilitating the attitude, giving access power and provision, and altering the current financial incentives. Closing the gap be an essential responsibility for all business owners for a better market share of the business. Skills development through vocational training and individual firm’s work-related training help overcoming
the knowledge gap. At the same time, for boosting economic growth, the government needs to update the curricula and education system.

4.3 Financial Resource

Funding gaps for smaller firms become one of the prominent issues due to the growth and expansion of the business. In comparison to large organizations, SMEs experience difficulties because of the profitability, survival, special financing, lack of commercial experience, track record as entrepreneurs, uncertainty both in production and marketing, high complexity and rapid change and rely heavily on intangible assets, and growth of business. Owners and managers of smaller firms often have trouble obtaining financing because banks and traditional lending institutions are averse to risky ventures. SMEs face challenges because of the lack of knowledge, education and know-how, barriers to ICT adoption and perception gaps, and financial assistance (Wielicki and Arendt 2010, 165) [9].

4.4 Market Analysis

Owners of Small Medium-sized Enterprises improve the performance of the business by analyzing the market conditions. SMEs respond to changing market conditions, dealing with consumer preferences and customizing, and differentiating products. SMEs use new communication tools to reach foreign partners and engage in international strategic alliances and joint ventures. SMEs start partnership businesses with smaller firms with technological advantages to economies on Research and Development and minimize the Leadtime for new products, serve emerging markets, and reach across borders through globalized small firms. SMEs expand business horizons by creating customer database, producing new products, entering into new markets segments, and make business rational. Owners of SMEs can get benefits through e-commerce by customizing products and services, balancing the supply and demand processes and inventories, and reducing order and delivery time through the right kind of expertise. SMEs can overcome internal barriers, inadequate skills, and high initial investment using e-commerce platforms.

4.5 Information Technology

Information technology (IT) becomes an indispensable new era for society, businesses, industry, and government to accelerate economic growth. Using IT in the activities of the organizations becomes essential because of maintaining the business operations and keeping the competitive advantage in the market, taking the challenge to reach valuable information, and conducting business operations to achieve business goals. Researchers have defined Small Medium-sized Enterprises as the backbone of a country’s economy because of the struggle to husband the scarce resources of the businesses and to allocate them efficiently to different sectors.

Researchers have identified a gap exists between actual Information Technology (IT) skills and competencies, where business strategy and boosting business success depend on IT systems. An Individual’s competencies (knowledge, skills, and abilities in handling IT systems) need for bringing success even technical know-how of Small Medium-sized Enterprises is lower than large organizations. Small Medium-sized Enterprises could benefit from adopting new information technologies overcoming the barriers and challenges in the areas of management skills, technological capabilities, and productivity and achieving innovation, growth, and profitability.

Small Medium-sized Enterprises should have the following capabilities regarding Information and Communication Technology. First, on-job employability relates to training, employability, the changing nature of employment, assessment, and development plans. Then, information and communication technology skills overcome the development barrier and closing the digital divide or lack of government strategies. Next, SMEs should reduce the lack of knowledge through training or work employability and education. Then, SMEs should increase ICT skills to boost managers' skills and challenging capacity, identifying critical skills, change, and development of skill sets. Next, SMEs should adopt a new technology strategy focusing on the skills, competencies, and capabilities. Finally, investment and value research on productivity, growth, and other phenomena, competencies, and capabilities promote overall business success.

4.6 Training and Education Gap
Wielicki and Arendt (2010) [9] have mentioned the digital divide as a multidimensional phenomenon emerging from the concept of an information society embracing several disciplines, such as sociology, political science, and economics, business and information systems help Small Medium-sized Enterprises survive in the competitive business world. Wielicki and Arendt (2010, 173) have concluded a business divide exists between SMEs and large corporations. Small Medium-sized Enterprises can eliminate business issues by presenting SMEs with more access to technology, providing access power to training, education, and the creation of organizational knowledge among SMEs. There exists a close connection between the need for training and studies on education. Lack of knowledge has cited by enterprises. The SMEs’ needs for ICT skills at the organizational level in SMEs with the issues of training and investment and value gained from ICT according to the framework both relationship management and the workforce level. Wielicki and Arendt (2010) have mentioned investments in training and education, bring value gained from ICT workers in SMEs, where financing depends on the material and human resources (HR) investments [9].

Komulainen et al. (2011) have mentioned the importance of vocational education for SMEs for entrepreneurship. The motivation takes place through ideological reasons connected to neoliberalism and perceiving the need for a private sector, and the creation of new enterprises. SMEs can get benefits by pushing ideologically or economically motivation for entrepreneurship education [4]. Vieru et al. (2015) have summarized technological innovation creates value even SMEs face challenges more due to the inability to gather relevant skills and expertise in new technologies, the lack of training and education. Electronic-skills (E-Commerce, E-Banking, and E-Learning) and other learning systems help SMEs bring success in business operations, the modern marketplace, convert business from traditional to a modern one, minimize the market loss, and maximize the market share. Skills and competencies in SMEs help the business owner overcome challenges of technical information, terminological demarcations, and terminology (Vieru et al. 2015) [8].

5. Conclusions

Small Medium-sized Enterprises show the shortcomings in the provision of social security to workers of SMEs in low and middle-income countries. Enterprises with a limited number of employees have considered an exemption from obligatory contributions to and coverage by social security in some of these countries. The career development becomes challenging in SMEs because of the higher entry and exit rates of SMEs. There is a possibility to move from SMEs to larger organizations due to career development issues. Workers move after acquiring some skills and experience in smaller enterprises to larger companies. There is a close connection exist among entrepreneurial activity and the related job creation, where the age of the enterprise becomes more indispensable rather than the size of the firm.

The writers of this study agree with the same declaration of other scholars. The statement is young small enterprises have the highest employment growth rates and make dis-proportionally high contributions to employment. Researchers have said SMEs must get benefit from Information and Communication Technology by encouraging employees to understand the challenges confronting SMEs. If SME employees do not have the adequate knowledge, skills, and competencies regarding information technology and firm's activities, the owners of the enterprises need to train working personnel through digitalized technological innovation regarding organizational activities, technological know-how, education, and the new economy. Policymakers should take care of these young growing enterprises by offering proper guidance to create new products and services, jobs, and technology. We should consider specific measures targeting the expected quantitative and qualitative effects on employment with the new economy.
References

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M. Расел, С. В. Паникаррова

МАЛОЕ И СРЕДНЕЕ ПРЕДПРИНИМАТЕЛЬСТВО: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ: РЕФЛЕКСИВНЫЙ АНАЛИЗ

Аннотация
В данной статье рассматривается рефлексивный анализ проблем и перспектив развития малого и среднего предпринимательства. Малый и средний бизнес (МСП) является движущей силой экономического роста стран. Отдельные люди занимаются МСП из-за предпринимательского азарта, нехватки финансовых ресурсов, отсутствия компетенций в области человеческого капитала, более низкого уровня образования, меньшей интеграции и сложности социальной инфраструктуры. Деловая природа малого и среднего предпринимательства становится медленнее, чем у крупных организаций в плане оперативной деятельности и информационных технологий. Данное исследование концентрируется на качественной методологии исследования, поскольку позволяет выявить проблемы и перспективы развития малого и среднего бизнеса. В деловой среде малых и средних предприятий оперативная деятельность становится сложной из-за нехватки навыков, нехватки компетенций, производительности труда и опыта рабочей силы, технических ноу-хау и так далее. Владельцы предприятий малого и среднего бизнеса испытывают трудности в отношении знаний, навыков, умений, технологических возможностей, производительности труда, людских ресурсов, капитала, окружающей среды, информационно-коммуникационных технологий и так далее. Такого рода проблемы препятствуют инновациям, росту и
прибыльности малых и средних предприятий. Ученые считают, что самой большой проблемой МСП становятся источники финансирования, руководящие принципы, политика и рамки, информационно-коммуникационные технологии, подготовка кадров и повышение осведомленности, образование и человеческий потенциал. В рамках деятельности МСП были рассмотрены образовательные меры, касающиеся возможности трудоустройства. Обучение необходимо проводить на индивидуальном уровне малых и средних предприятий, поскольку это позволяет выявить потенциальные возможности и преодолеть имеющиеся проблемы. Успех малого среднего предприятия возрастает благодаря независимости собственников и выполнению многих шагов неформально.

Ключевые слова: малое и среднее предпринимательство, человеческий капитал, инновации, предпринимательство, экономический рост.

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Y. Mukhamedyanova, A. Veretennikova

COMPARATIVE ANALYSIS OF INTERNATIONAL EXPERIENCE WITH SOCIAL AND INNOVATIVE PROJECTS IMPLEMENTATION

Abstract

The rapid growth of social problems in society caused by the irrational use of resources, inefficiency of existing institutions, and transformation of value orientations has led to the search for new solutions in this area based on the analysis of international experience. The purpose of this study is to compare and identify the features of the formation of social innovation in international practice, particularly, in Canada, China, Spain and Italy. The article analyzes social innovation projects in the countries under review. The following criteria have been used for comparison: a customer, an innovator, his/her goal, the form of project implementation, and the source of funding. The methodological base of the research includes methods of systematization and comparative analysis. The scientific articles published in Web of Science, Scopus, E-library, international reports and statistics are base of research. Based on the analysis, the authors formulate the features of the formation of social and innovative activities in international practice and show the possibility of applying this experience in the Russian economy. The theoretical significance of the results obtained consists in the development of the theory of social innovations. Its practical significance lies in the possibility of using this experience for the development of social and innovative projects in the Russian economy.

Keywords: social innovations, institutions, international experience, comparative analysis.

1. Introduction

The growth of interest in social innovations in both research and practice is primarily due to the global social problems in society, the high speed of transformation of socio-economic processes, as well as rapid institutional transformations in certain territories. The search for ways of solving can be observed at the regional, national, global levels. In particular, the European Union, in addition to technological innovations, pays special attention to social innovations aimed at solving problems related to climate change, increasing poverty, inequality, and social injustice [3, c. 31; 7, c. 64-79]. In addition, problems such as population aging, crime, environmental changes, population increase in urban centers are the reason for the development of social innovation [13, c. 1-14; 15, c. 4-46; 19]. Thus, social innovations can be considered as a tool that contributes to the development and transformation of society [7, c. 64-79; 9 c. 819-843; 11, 436-455 c.; 20, c. 371-391], they are also an effective way to solve social problems, relying on civil initiatives to improve the efficiency of using limited resources [3, c. 31]. However, the experience of social innovation development in different countries is not identical, due to national and regional development features (including historical, economic, political, social and technological). In this regard, the analysis of the development of social and innovative activities in various countries is an urgent and relevant task.

The purpose of this study is to compare and identify the features of the formation of social innovation in international practice, in particular, in Canada, China, Spain and Italy.

2. Social innovations and approaches to their studies

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