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**COMPETITIVENESS OF SMALL AND MIDDLE BUSINESS AS A SIGNIFICANT ELEMENT  
OF REGIONAL ECONOMY DEVELOPMENT**

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**Abstract**

The article considers the modern economic situation in the Russian Federation, in particular, the degree of small and middle businesses development under reforms taking place at the verge of the 2020-s. The authors analyzed the scientific literature on the topic, devoted to the theoretical-methodological foundations and practical issues of developing the competitive advantages of business entities. Also, the authors analyzed the works of scientific-practical conferences, legislative and normative documents of the Russian Federation and the Russian regions in the sphere of support and development of business activity. Due attention is paid to the Order of the Russian President No. 596 of 7 May 2012 "On long-term state economic policy", which stipulates the need to take appropriate measures to increase the position of the Russian Federation in the World Bank ranking on doing business from the 35<sup>th</sup> to the 20<sup>th</sup> position in 2018. The possibilities of small and middle businesses, which are flexible and capable of fast adaptation to the new forms of competition, have significantly increased. An attendant factor of increasing the number of small and middle businesses is their active participation in integrative relations. To study the aspect of the small and middle business integration in more detail, the authors consider the "integration" doctrine as one of the key forces, driving the development of modern economy at all levels (international, national, regional, municipal). Appropriate attention is paid to diversification of the global economy, which resulted in substantial

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reforms in international relations entailing changes in all spheres of the country's economy (political, social, etc.). The research methodology is the analysis of dynamics of business entities development, based on statistical data. The authors conclude that, under destabilization of the global economy, the Russian government assigns an important role to small and middle business entities, more adaptable for the constantly changing market situation due to their flexibility.

**Keywords**

Small and middle business – Competitiveness – Economic trends

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## Introduction

The aggravated geopolitical and unstable economic situation all over the world involves irreversible (in particular cases) circumstances. First of all, this implies the banking sector of the countries actively participating in international economic relations. Thus, the unstable situation in Ukraine entailed the closure of subsidiaries of Sberbank of Russia and BiEc Bank (belongs to Sberbank of Russia), VS Bank, Prominvestbank (belongs to Vneshekonombank), VTB Bank and BM Bank (belongs to VTB Bank). In 2015–2016, shareholders invested about \$2.3 billion in them. Some consider this measure to be necessary and relevant, facilitating the national economy stabilization; others consider it to be harmful both to economy and the country as a whole. It is undisputable, however, that any external impacts immediately influence the competitiveness of both large and middle businesses.

In this regard, it is particularly topical to promote the competitive advantages of the Russian businesses as equal participants of international trade relations. This is, first of all, due to the fact that, having changed its economic-geopolitical vector from the West to the East, the Russian Federation has significantly broadened the competitive advantages of both its national economy and business sector as its constituent. At that, being aimed at long-term prospective economic relations with the new Eastern partners, Russia started to pay more attention to competitiveness development. The latter is based not as much on using the traditional factors of inter-state competitiveness, as on forming the potential of new comparative competitive advantages in international economic relations.

The subject of the present research is the relations formed within the integration of business entities at the modern stage of economic reality.

The research objective is to reveal the methodological tools for developing competitiveness in business activity under modern conditions. The research hypothesis is that creating a favorable environment and providing state support would allow not only enhancing the competitiveness of the Russian businesses, but also developing an effective system of promoting the competitive advantages of business entities at regional and federal levels.

To achieve the set goal, the authors studied the works by such Russian scholars as R.A. Fatkhutdinov<sup>1</sup>, G.G. Kuzminich, E.O. Tikhonova, who had researched the theoretical-methodological foundations and practical issues of developing the competitive advantages of business entities. The authors also analyzed the works of scientific-practical conferences, legislative and normative documents of the Russian Federation and the Russian regions in the sphere of support and development of business activity.

## Materials and methods

The research methodology is the analysis of dynamics of business entities development, based on statistical reports. The authors gathered and summarized statistical data on the small and middle business development in the Russian Federation from 2012 to 2016. Also, the authors studied the prognostic data on the country's social-economic development for 2015–2016, published by the Russian Ministry of Economic Development.

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<sup>1</sup> R. A. Fatkhutdinov, *Competitiveness of an organization under crisis: economy, marketing, management* (Moscow: "Marketing" Publishers, 2012).

## Results

The research resulted in revealing the areas of effective development of small and middle businesses competitiveness under the modern conditions. The methodology developed in the course of work can be used by business structures' management to improve their competitiveness under the modern conditions of economic reforms. Thus, due to the current global economic and geopolitical situation, the creation and constant support of small and middle businesses becomes the indispensable part of increasing the competitiveness of the Russian business. Implementation of this policy will result in creating a sovereign economy capable of withstanding the external economic and political factors, as well as in strengthening the positions of the Russian business.

## Discussion

### *Integrative relations of small and middle businesses*

At the modern stage of economic reforms, the potential of small and middle businesses has significantly increased. Their characteristic feature, compared to the small and middle business entities functioning 10 or 15 years ago, is flexibility and fast adaptation to the new forms of competition. An attendant factor of increasing the number of small and middle businesses is their active participation in integrative relations. Today, integration is one of the key factors influencing all levels of the modern economy (global, national, regional, municipal) and all spheres of application (large, middle and small business, science and production, real and financial sectors of economy, etc.).

The economic integration of small and middle businesses can be viewed in a broad and in a narrow sense. In a broad sense, this is a universal pattern implemented by increasing the interaction of various economic subjects and organization of stable associations on this basis. Integration in economic sphere is increased together with specialization and labor division. Together they represent the aspects a single process of economic development. In a narrow sense, integration is considered to be one of the manifestations of the universal pattern. Continuous integration of small and middle businesses at the modern stage of economic reforms is coupled with the set of processes inherent in innovative economy. The integrative relations in the sphere of small and middle business embody the objective constant organizational-economic relations of the small and middle business entities with each other, large business and state, aimed at consolidation of efforts to increase the efficiency of using the available resources of the national economy at micro- and macro-levels at the modern stage of economic reforms<sup>2</sup>.

It should be noted, however, that the process of small and middle businesses integration has its contradictions. On the one hand, integration allows the business entities to use the resources of the national economy, which gives them the opportunity to increase their competitiveness and win in competitive activity. On the other hand, integration reduces the level of independence of small and middle businesses, which decreases the full implementation of the entrepreneurial potential<sup>3</sup>.

<sup>2</sup> E. O. Tikhonova, "Integration relations of small and middle business", Topical issues of economic sciences, num 13 (2010): 48–52.

<sup>3</sup> G. G. Kuzminich, Factors influencing the competitiveness of business structures. Works of International scientific-practical conference. Baikal State University of Economics and Law, Irkutsk. 2010. Retrieved from: <http://comnauka.isea.ru/files/s1/37%20Кузьминич.pdf>

This contradiction can be solved by rational approach to combining the two above aspects; strengthening the links between other market economy subjects, especially the large ones, would enhance the business stability and increase its viability, while the reasonable limitation of the entrepreneurial independence would not influence negatively its innovative activity. Nevertheless, integration of small and middle businesses is often a necessary reaction to aggravation of the external conditions, reduction of the area of unchecked market competition and increased monopolization of the markets by large businesses. Integration of this segment is especially significant at the regional level. First of all, this is due to the fact that small and middle businesses, situated in remote regions, are more susceptible to large businesses (their monopoly); second, they are less competitive compared to small and middle businesses located in the central part of Russia. Therefore, “to maintain market competition, provide internal stability and self-development of the given sector, the state should render assistance and support to it”<sup>4</sup>.

It is appropriate to mention the Order of the Russian President No. 596 of 7 May 2012 “On long-term state economic policy”<sup>5</sup>, which stipulates the need to take appropriate measures to increase the position of the Russian Federation in the World Bank ranking on doing business from the 35<sup>th</sup> to the 20<sup>th</sup> position in 2018.

According to the data of the official web-site of the World Bank, as of June 2017 the Russian Federation takes the 35<sup>th</sup> position out of 190 in the “Doing Business” ranking<sup>6</sup>. The ranking is based on 10 indicators:

1. Registering businesses – procedures, time, costs, and minimal capital for starting a business<sup>7</sup>;
2. Acquiring permissions for construction – procedures, time and costs for a storehouse construction<sup>8</sup>;
3. Connection to power-supply systems – procedures, time and costs for power-supply<sup>9</sup>;
4. Registering of property – procedures, time and costs for registering of commercial real estate<sup>10</sup>;
5. Acquiring credits – power of juridical rights, depth of credit information<sup>11</sup>;
6. Protection of minority investors – transparency of financial indicators, liability of management and easy legal actions on the part of investors<sup>12</sup>;

<sup>4</sup> A. D. Petrova, “Developing the competitiveness management system of business structures in Russia”. Issues of modern economy, num 1 (61) (2017): 87-90.

<sup>5</sup> Order of the Russian President num 596 of 7 May 2012 “On long-term state economic policy”.

<sup>6</sup> Official web-site of the World Bank. “Doing Business” ranking. Retrieved from: <http://russian.doingbusiness.org/rankings>

<sup>7</sup> Starting a Business. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/starting-a-business>

<sup>8</sup> Dealing with Construction Permits. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/dealing-with-construction-permits>

<sup>9</sup> Getting Electricity. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/getting-electricity>

<sup>10</sup> Registering Property. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/registering-property>

<sup>11</sup> Getting Credit. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/getting-credit>

<sup>12</sup> Protecting Minority Investors. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/protecting-minority-investors>

7. Taxation – number of taxes, time for preparing taxation reports, general tax as a share of profit<sup>13</sup>;

8. International trade – number of documents, time and costs necessary for export and import<sup>14</sup>;

9. Provision of contract execution – procedures, time, and costs for compulsion of debt satisfaction<sup>15</sup>;

10. Insolvency settlement – percentage of reimbursements, time and additional costs for closure of insolvent business<sup>16</sup>.

For comparison, the key positions of 10 leading countries are shown in Table 1.

Country	"Doing Business" ranking	Registering businesses	Acquiring permissions for construction	Connection to power-supply systems	Registering of property	Acquiring credits	Protection of minority investors	Taxation	International trade	Provision of contract execution	Insolvency settlement
New Zealand	1	1	3	37	1	1	2	9	56	21	32
Singapore	2	6	16	12	19	29	4	7	42	2	27
Denmark	3	34	1	16	11	42	33	8	1	32	7
Republic of Korea	4	9	28	2	39	55	20	24	33	1	5
Macau, Hong Kong, China	5	3	5	4	55	29	9	3	31	28	43
USA	6	49	36	49	37	2	42	36	36	16	3
Great Britain	7	14	14	9	47	29	10	23	28	31	14
Norway	8	19	21	23	14	77	10	28	22	8	6
Georgia	9	4	29	30	4	12	2	22	62	7	57
Sweden	10	13	27	6	9	77	29	27	18	36	16
Russian Federation	35	28	115	10	12	29	51	52	100	18	54

Table 1  
"Doing Business" ranking as of June 2017

As can be seen from Table 1, the leading positions in the ranking of countries with the most favorable conditions for doing business are occupied by New Zealand; Singapore; Denmark; Republic of Korea; Macau, Hong Kong, China; USA; Great Britain; Norway; Georgia; Sweden. The last position belongs to Somali.

<sup>13</sup> Paying Taxes. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/paying-taxes>

<sup>14</sup> Trading Across Borders. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/trading-across-borders>

<sup>15</sup> Enforcing Contracts. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/enforcing-contracts>

<sup>16</sup> Resolving Insolvency. DoingBusiness.org. The World Bank Group. Retrieved from: <http://www.doingbusiness.org/data/exploretopics/resolving-insolvency>

In general, the most advantageous conditions for doing business are found, as before, in the countries with high levels of income, OECD members, and the least advantageous – in African and South Asian countries. Thus, in most African countries starting a business is much more expensive than in OECD countries; that is why most enterprises reject official registering and function illegally, in the shadow economy sector. In such states, the business entities are barred from organized crediting and markets and their employees do not obtain benefits and stay outside the social protection systems. Besides, over-complicated procedures impede the functioning of legal enterprises, as well as the lack of institutions and regulation norms guaranteeing property protection and facilitating the effective use of available assets by business entities. This said, in the recent years the low-income countries reduced their remoteness from the best practices two times compared with high-income countries<sup>17</sup>.

The “Doing Business” ranking was first published in 2005 and contained the data as of the beginning of 2006. The dynamics of the Russian Federation in this ranking in the recent 13 years is shown in Fig. 1.

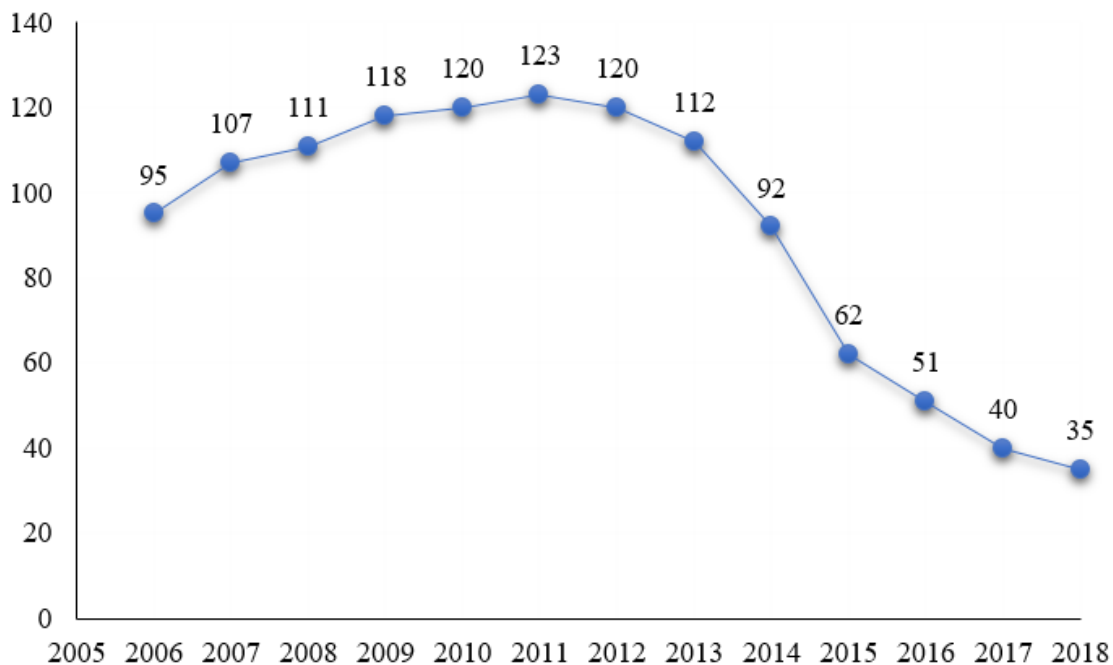


Fig. 1  
The Russian Federation in the “Doing Business” ranking in 2006–2018

As can be seen in Fig. 1, in 2006–2018 the business environment in the Russian Federation was developing gradually. This is mainly due to the systematic improvement of the legislative base regulating this sphere of activity. Another important factor of developing the business environment is integration of the Russian business structures into the global business community. The significant growth in the ranking – by 20 points in 2012, and by 30 points in 2013 – is due to active support of business entities by the state.

<sup>17</sup> “Humanitarian technologies” analytical portal. Retrieved from: <http://gtmarket.ru/news/2016/10/26/7312>

A significant factor of developing the favorable business conditions was the Russian Federation joining the World Trading Organization in 2012, which marked the great changes in normative-legal and conceptual bases of doing business both in the country and in the international arena<sup>18</sup>.

During 2014–2015, the dynamics of developing the favorable business conditions was stable, plus 10 points a year.

In 2016, the Russian Federation rose by 15 points in the ranking – from 40<sup>th</sup> to 35<sup>th</sup> position. By the degree of favorable business conditions, the country takes position between Japan and Kazakhstan. Also, it should be noted that in 2016 the authors of the research changed the indicators and recounted the previous year indicators according to it. This changed the position of the Russian Federation in 2015 from the 51<sup>st</sup> to the 36<sup>th</sup>, and the overall ranking of the country decreased by 4 points. The fastest growth this year was shown by the indicator of “international trade”: by 40 points up to 100<sup>th</sup> position. The improvements are due to the simplified procedure of customs payments and introduction of electronic services – electronic transit<sup>19</sup>.

### *Regional aspect*

The official web-site of the World Bank also contains information on the degree of favorable business conditions in the Russian Federation in 2012. This ranking shows the key indicators in the following cities: Ulyanovsk, Saransk, Vladikavkaz, Rostov-on-Don, Kazan, Kaluga, Stavropol, Yaroslavl, Surgut, Irkutsk, Petrozavodsk, Kirov, Omsk, Vyborg, Vladivostok, Volgograd, Voronezh, Tver, Kaliningrad, Tomsk, Samara, Saint Petersburg, Khabarovsk, Ekaterinburg, Perm, Murmansk, Kemerovo, Yakutsk, Novosibirsk, Moscow (Table 2).

Country / region	“Doing Business” ranking	Registering businesses	Acquiring permissions for construction	Connection to power-supply systems	Registering of property
Ulyanovsk	1	3	4	5	8
Saransk	2	20	8	1	8
Vladikavkaz	3	27	11	2	2
Rostov-on-Don	4	26	15	3	4
Kazan	5	4	14	17	4
Kaluga	6	17	9	15	1
Stavropol	7	4	2	9	19
Yaroslavl	8	7	17	6	16
Surgut	9	30	1	19	8

<sup>18</sup> E. A. Samarina; A. D. Petrova & N. M. Blazhenkova, “Development of competitiveness of enterprise structures under the conditions of accession of the Russian Federation to the WTO”. Journal of Advanced Research in Law and Economics, Vol: 6 num 1 (2015): 198-207.

<sup>19</sup> Russia has risen in ranking. “Gazeta.Ru”. Retrieved from: <https://www.gazeta.ru/business/2017/10/31/10965020.shtml>

Irkutsk	10	8	6	10	18
Petrozavodsk	11	6	16	21	8
Kirov	12	13	5	4	20
Omsk	13	19	20	13	4
Vyborg	14	10	23	12	8
Vladivostok	15	18	22	23	3
Volgograd	16	2	27	26	4
Voronezh	17	15	28	16	8
Tver	18	21	25	14	8
Kaliningrad	19	11	3	22	22
Tomsk	20	15	6	10	25
Samara	21	22	24	28	8
Saint Petersburg	22	1	9	24	27
Khabarovsk	23	24	29	8	17
Ekaterinburg	24	29	13	19	20
Perm	25	13	12	18	27
Murmansk	26	12	19	27	23
Kemerovo	27	28	21	7	29
Yakutsk	28	8	26	25	30
Novosibirsk	29	23	18	29	24
Moscow	30	25	30	30	26

Table 2

“Doing Business” ranking by the Russian Federation subjects as of 2012

The choice of these particular cities is due to their geographical position; all of them are centers of regional economic development, as there are not only large but also small and middle enterprises in these cities, providing a significant share of jobs.

Undoubtedly, representatives of small business are the core of the middle class, the key stabilizing factor of social relations. The growing number of small and middle enterprises facilitates the standard of living of businesspersons, while additional jobs at their companies improve the well-being of the poorest strata. These processes to some extent alleviate the social inequality and relax the social tension both in particular regions and in the whole country<sup>20</sup>.

According to a sociological research among the businesspeople, carried out by All-Russia Center for studying the public opinion, the following factors constrain business development most of all: high taxation, complexity of bureaucratic procedures, and instability of economic situation. To improve the situation at regional level, state support and promotion of entrepreneurial initiative takes place all over the country. This vector of the state social-economic policy is implemented through long-term target programs allowing the complex solutions of the set tasks. Thus, the Republic of Bashkortostan government elaborated and adopted the state program “Development and support of small and middle business in the Republic of Bashkortostan in 2013–2018” (further – the Program), establishing the strategic areas of small and middle business entities<sup>21</sup>. In compliance with this program, the development of small and middle business will be based on:

<sup>20</sup> E. O. Tikhonova, “Integration relations of small and middle business”. Topical issues of economic sciences, num 13 (2010): 48–52.

<sup>21</sup> Order of the Republic of Bashkortostan government of 20 July 2012 num 249 on the State Program “Development and support of small and middle business in the Republic of Bashkortostan” (ed. Order of the Republic of Bashkortostan government of 19 March 2016 num 78).

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- advancing the forms and techniques of financial and investment support of small and middle business entities;
- credit and property support of small and middle business;
- forming the appropriate institutional climate for small and middle business development by creating and maintaining the infrastructure facilities for business support;
- involving municipal entities into the system of state support of small and middle business entities;
- using informational-education programs for enhancing the professional and financial literacy of representatives of small and middle business;
- executing measures aimed at increasing the reputation of entrepreneurial activity.

According to the basic forecast, in 2015 the number of small businesses (including micro-businesses) was to achieve 42.1 thousand units, or 100.7% of their number in 2014, the number of middle businesses – 332 units, or 100.3%. In 2017, the number of small businesses (including micro-businesses) was to achieve 43.2 thousand units, or grow by 1.3% compared to 2016, the number of middle businesses – 352 units, growing by 3.5% compared to the previous year<sup>22</sup>.

The average number of employees at small businesses (including micro-businesses) in 2015 was to achieve 315.1 thousand people, at middle businesses – 39.8 thousand people, in 2017 – 330.1 thousand people and 41.5 thousand people respectively.

The turnover of small businesses (including micro-businesses) in 2015 was to achieve 681.1 bln rubles, of middle businesses – 73.5 bln rubles. In 2017 it was to achieve 785.4 bln rubles and 84.6 bln rubles respectively.

The number of individual businesspersons was 65.0 thousand people in 2015, or 100.9% compared to 2014, in 2017 it was to achieve 65.8 thousand people, or 100.4% compared to 2016. The volume of income in this category in 2015 was to achieve 441.0 bln rubles in 2015; in 2017 it was to achieve about 510.4 bln rubles.

By types of activity of small businesses (including micro-businesses) in 2015–2017, the wholesale and retail trade businesses were forecast to prevail, including the activities related to real estate, rent and services (their share was to change insignificantly – from 59.8% to 59.6%). For middle businesses, the prevailing spheres of activity were to be agriculture, hunting and forestry, processing industry, construction (58.7% and 58.2% of middle businesses, respectively).

According to the moderately-optimistic forecast, in 2015 the number of small businesses (including micro-businesses) was to achieve 42.9 thousand units, or 102.6% compared to 2014, the number of middle businesses – 341 units, or 103.0%. The number of small businesses (including micro-businesses) in 2017 was to achieve 45.0 thousand units, or 102.4% compared to 2016, the number of middle businesses – 371 units, or 104.2% compared to 2016.

The average number of employees at small businesses (including micro-businesses) in 2015 reached 317.3 thousand people, at middle businesses – 40.1 thousand people; according to the preliminary data, their number in 2017 was to be 340.6 thousand people and 42.1 thousand people, respectively.

<sup>22</sup> Small and middle business in Russia. 2015: Statistics collection. M 19. Rosstat (Moscow, 2015).

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According to the official statistics published at Rosstat web-site, the actual indicators of business entities in 2015 were close to the basic forecast.

The mutual benefit of state support to the small and middle business entities, the growth of income of the population, promoting the increase of consumer demand, will create the conditions for turnover growth of the small and middle business entities.

The turnover of small businesses (including micro-businesses) was to achieve 685.8 bln rubles, of middle businesses – 74.2 bln rubles. In 2017, the turnover of small and micro-businesses was to be 802.3 bln rubles, of middle businesses – 87.3 bln rubles.

The number of individual businesspersons in 2015 was, according to the statistical data, 65.9 thousand people, or 102.3% compared to 2014, and the volume of income – 444.9 bln rubles, exceeding the level of 2014 by 8.1%. In 2017 their number was to achieve 68.2 thousand people, or 101.8% compared to 2016, the volume of income, respectively, 522.4 bln rubles, exceeding the level of 2016 by 8.6%.

The structure of this sector by types of economic activity has not changed over the recent years. A large number of small and middle businesses are functioning in services, trade and catering, construction, agriculture and production. At the same time, there is a distinct differentiation in territorial distribution of the small and middle business entities, with a large number of them concentrating in the center of the Republic.

Within the frameworks of Strategy of social-economic development up to 2030<sup>23</sup>, the Republic of Bashkortostan government elaborated a forecast of small and middle business development, according to which the number of small and micro-businesses by the end of 2017 was to achieve 44.99 thousand units, of middle businesses – 371 thousand units. The forecast average number of hired personnel (without part-time employees) at small and micro-businesses was to be 340.55 thousand people, in the middle businesses sector – 42.09 thousand people. The forecast turnover of small and micro-businesses by the end of 2017 was to achieve 802.27 bln rubles (in prices of respective years), of middle businesses – 87.25 bln rubles. At the same time, the number of individual entrepreneurs by the end of 2017, according to the expert estimations, was to achieve 68.20 thousand people<sup>24</sup>. The expected volume of income of this category from produced goods, works and services was estimate as about 522.44 bln rubles (Table 3).

Indicator	2012	2013	2014	2015 (report )	2016 (estimat ion)	Forecast		
						2017	2018	2019
Small businesses (including micro-businesses)								
Number of small businesses (thousand units)	38.8	40.8	41.5	41.6	42.2	43.3	44.4	45.4

<sup>23</sup> Forecast of social-economic development of the Republic of Bashkortostan for 2017 and up to 2019.

<sup>24</sup> Order of the Republic of Bashkortostan government of 20 July 2012 num 249 on the State Program “Development and support of small and middle business in the Republic of Bashkortostan” (ed. Order of the Republic of Bashkortostan government of 19 March 2016 num 78).

Average number of employees (thousand people)	299.3	301.1	305.5	306.0	310.7	319.1	327.4	336.9
Turnover of enterprises (mln rubles)	536,691	598,267	633,105	623,518	694,824	840,665	901,054	991,613
Middle businesses								
Number of middle businesses (units)	282	297	303	372	378	388	398	407
Average number of employees (thousand people)	40.9	38.2	36.8	36.9	37.4	38.4	39.4	40.2
Turnover of enterprises (mln rubles)	74,953	74,431	85,643	76,559	80,729	87,718	94,576	100,868
Individual businesspersons								
Number of individual businesspersons (thousand people)	74.5	63.5	65.8	84.6	86.0	88.4	90.7	92.8
Average number of employees (thousand people)	51.5	29.0	48.6	49.1	50.2	51.4	52.6	53.8
Volume of income (mln rubles)	309.2	387.3	377.0	378.1	405.2	460.4	499.5	539.5

Source<sup>25</sup>

Table 3  
Basic performance indicators of business entities

Despite significant achievements in the development of small and middle business, certain problems have not yet been solved:

- insufficient production areas, high rent;
- lack of development programs financing from the local budgets due to insufficient incomes;
- lack of qualified personnel.

During the program elaboration, the program-target method was used, which enables considering the alternative ways of support and development of entrepreneurial initiative, taking into account the implementation rate, the state support mechanism, and the volume and structure of financing. In the Republic of Bashkortostan territory, the quality guidelines of the Russian business entities' support in the constantly changing political environment are the Programs for small and middle business support (of all levels), aimed not only at financial but also legal support of entrepreneurship.

<sup>25</sup> Federal Agency for State Statistics. Statistics collection (2015).

However, one should not forget that, alongside with the above kinds of support, the small and middle business needs also informational and property assistance. Besides, the newly founded small and middle businesses often require assistance in personnel training, retraining and advance of qualification. The terms and order of such support are regulated by federal, regional and municipal programs for small and middle business entities' support.

The target character of most programs is due to the state counteraction against probable misuse on the part of business entities. It is various limitations that allow the government to control the programs implementation among small and middle businesses.

According to the Federal Agency for State Statistics, over 135 bln rubles were allocated from the federal budget for small and middle business entities' support in 2013. One of the key roles in the current business entities' support system is played by the Program of the Russian Ministry of Economic Development. This program distributes the federal budget funds on competitive basis between the regions for target purposes. The funds are allocated for implementing the enterprises' support, on conditions that the regional budgets co-finance the enterprises. This approach is aimed at stimulating the regions to implement active policy in the sphere of all and middle business support.

It should be noted that one of the factors influencing the competitiveness of the Russian small and middle business entities under modern economy is the systematic development of the network of enterprises forming the infrastructure of financial, informational-consultative and property support of entrepreneurial activity. In the territory of the Russian Federation this infrastructure is represented by 82 regional guarantee organizations, 73 regional micro-finance organizations, 132 business-incubators, 5 industrial parks and 2 techno-parks, 87 centers for small and middle business support in the sphere of innovations and industrial production, 36 centers for export support, and 48 regional integrated centers.

At the same time, the current situation demonstrates potential for increasing the state support efficiency implemented by the regional government in the sphere of small and middle business development under modern economy. This does not imply the absence of results in creating the favorable business environment, but the insufficient coordination of the state policy in enhancing the small and middle business competitiveness in general.

Under the modern economic situation, the set of the above factors implies the need to change the basic state policy in the sphere of development and competitiveness management of the small and middle business. It means that alongside with the main regional policy – creating long-term competitive advantages in the region development – we should elaborate the strategy of creating procedures and mechanisms of estimating the regional institutional development infrastructure. This can be done by estimating the business environment appropriateness for the functioning of the Russian and foreign investors, as well as regional small, middle and large enterprises.

At the same time, it is appropriate to form a comprehensive program for estimating the institutional business infrastructure at the regional level, as a specialized perpetual system of monitoring and information dissemination. Besides, this program would enable to research the social and economic situation in the region, reveal the problem areas and elaborate proposals for making relevantly reasoned managerial decisions, taking into account the regional demands. The main directions of the elaborated program should be not only support of the existing enterprises, but also attracting investors to create new ones,

which implies constant monitoring of the external economic-political conjuncture and revealing the strengths and weaknesses of the region to optimize the competitive advantages.

Therefore, the regional development programs should be accompanied by the measures for forming the mechanisms and procedures of estimating the efficiency indicators of business entities' competitiveness, carried out within the monitoring of rational use of competitive potential of the Russian businesses in the global environment.

The estimation of the efficiency of business entities' competitiveness management by the Russian subjects would be carried out by indicators characterizing the level of investment provision of business entities, their innovative activity, infrastructural provision, personnel potential, and state support. Then, integrative estimation would be made of the efficiency of business entities' competitiveness management of business entities.

Researching the social and economic systems functioning under market conditions, the authors emphasize that the environment changing under the influence of the global community is a significant aspect in determining the essence of management. Adaptation of business structure and development efficiency under these conditions are a feature of competitiveness of the above-mentioned system management.

At the same time, developing under international competitive environment, the business entities form around them an infrastructure comprising not only a well-developed transportation, road and communicative network, but also the general aspects of state support organization. However, there are insufficient representative data on infrastructure provision to business entities as a factor influencing their competitiveness. This implies the necessity to create and implement the system of its monitoring; the monitoring results should be summarized in statistics collections and bulletins of the regional and federal statistical agencies. Besides, the authors consider it to be extremely necessary to create an international database on business infrastructure; this would enable to consider the international experience and enhance the quality of decisions made in the sphere of competitiveness management<sup>26</sup>.

When elaborating the competitiveness management system, one should consider the specific sphere of activity of the enterprise, to facilitate the policy implemented to achieve the set goals. At that, the scale of competitiveness system should correspond to the objectives and tasks of competitiveness.

Consequently, the competitive management system of an enterprise is a means of creating efficient interaction between the managerial and executive structures participating in the creation and development of business environment both within the country and abroad.

Thus, the current influence of the global economic environment motivates countries for constant search for competitive advantages in the development and functioning of business structures. Under these conditions, the achieved level of business structures' competitiveness confirms the topicality of systemic management of a business structure through business infrastructure development at federal and regional levels.

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<sup>26</sup> E. A. Samarina; A. D. Petrova; N. M. Blazhenkova & G. H. Aznabaeva, "Sanctions by the WTO member countries as a catalyst for the development of a competitive import substitution by domestic enterprises". *Journal of Advanced Research in Law and Economics*, Vol: 6 num 4 (2015): 775-784.

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The business infrastructure is the major characteristic influencing the investment inflow; its level directly influences the production price of the goods produced on the given territory.

## Conclusion

Today, one can trace the metamorphoses in regional specialization by territorial labor division. The vector of reforms is more often directed towards satisfying the market demand and competitiveness of enterprises. A significant role is played by small and middle business entities as a factor influencing the specificity of regional business development; in particular, they create conditions for private sector development, which determines the orientation of state policy towards forming the new territorial organization of the Russian economy.

The mechanisms of financial support of business and their financial institutions play a significant role in business development, while the institutions of consultative and informational services provide its stability. The important measures for developing the financial activity of small business are implemented by regional and municipal business funds, often providing the startup capital. The types of financial support of small and middle business usually include the following: guarantee funds for crediting, preferential crediting, leasing, franchising, consulting, venture financing, business incubators, and others.

Thus, having analyzed the prospects of modern business development, the authors state that the significance of normative-legal, informational and infrastructural support, as a factor of competitive development of business structures, increases, because elaboration and implementation of the comprehensive governmental measures for small and middle business support facilitates integration of business into global economic relations.

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