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**ASSESSMENT OF THE FACTORS HINDERING THE INTERACTION BETWEEN PUBLIC
AUTHORITIES AND BUSINESS STRUCTURES AT THE REGIONAL LEVEL**

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Abstract

In the article the issues related to the negative impact of factors on the interaction between public authorities and business structures at the regional level have been considered. The methodology for identifying the factors that hinder the interaction between public authorities and business structures at the regional level in the context of digitalization has been suggested and tested. The methods offered and used included qualitative (including focus groups) and quantitative (factor analysis) research. The tools for tracking digital prints have been used.

Keywords

Regional economy – Public and private partnership – Factor analysis – Focus group

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Introduction

There are many forms of the continuously evolving interaction between business and public authorities: credit and financial interaction (tax incentives and loans, subsidies, etc.), tenders and competitions, outsourcing of certain functions fulfilled by state and municipal administration, public and private partnership, special economic zones, technology parks, etc.¹.

The digitalization of the Russian economy and the development of advanced production technologies expand these forms of interaction, the emergence of new ones, and the modernization of the existing ones. The efficiency of the interaction between public authorities and business depends on a number of factors. It is often difficult to formalize and accurately assess them.

The conditions for the transition from the market to innovative economy cause new factors that require not only the posteriori assessment, but also the predictive analysis. This determines the need to develop tools to identify the factors hindering the interaction between public authorities and business structures at the regional level in the context of digitalization.

Methods

The analysis of a number of works shows that the problem of formalizing the factors hindering the interaction between public authorities and business structures is solved by using qualitative methods of analysis, transforming the data from surveys of entrepreneurs based on nominal and ordinal scales for statistical processing. In addition, in-depth interviews are important in analytics.

For the purposes of this study, the authors suggest to develop the following methodology (Figure 1).

The first stage is the research which includes the study of secondary data, in particular, the analysis of previous research on identifying the factors hindering the interaction between public authorities and business in the sample that does not meet the requirements of this study.

¹ D. V. Zubaidullina, *Sovershenstvovaniye upravleniya regionalnym razvitiyem na osnove garmonizatsii vzaimodeystviya gosudarstvennoy vlasti, biznesa i naseleniya* (Saint-Petersburg: Dissertation for the Degree of Candidate of Economic Sciences, 2019) y I. Yu. Belyaeva y O. V. Danilova, *Osobennosti vzaimodeystviya biznesa i vlasti: uchebnoye posobiye* (Tver: Tver State University, 2018).

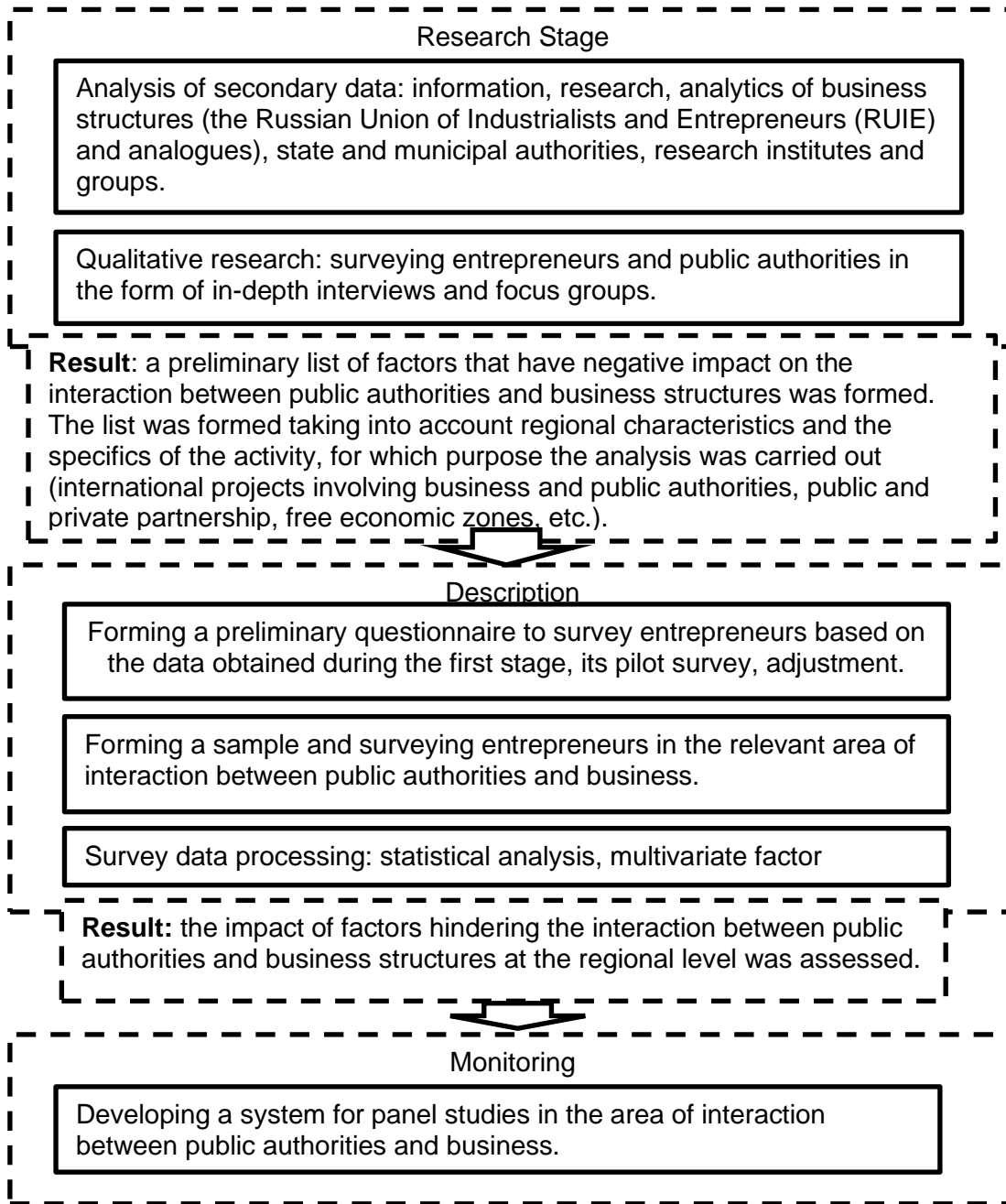


Figure 1

Methodology to Assess the Factors Hindering the Interaction between Public Authorities and Business Structures at the Regional Level

The studies of this kind carried out by using various methods are done by research institutes, in particular, by institutes of the Russian Academy of Sciences, regional scientific institutions, business associations (the Russian Union of Industrialists and Entrepreneurs²), digital platforms (zabusiness.rf), and statistical services (Rosstat – such

² G. I. Abdrakhmanova; K. O. Vishnevsky y L. M. Gokhberg, Indikatory tsifrovoy ekonomiki: 2019: statisticheskiy sbornik. National Research University I60 “Higher School of Economics” (Moscow: NRU HSE, 2019).

indicators as “Assessment of the Significance of Factors Limiting the Activities of Enterprise”, “General Economic Situation at Enterprise”, “Index of the Entrepreneurial Confidence of Organizations”, and “Factors Affecting the Activities of Organizations” by type of activity, etc.). In this study, this information will become the basis to make up a preliminary list of the factors under study.

It is reasonable to supplement the analysis of the secondary data with the study of digital prints. Their sources of information will include the data from Wordstat, Google Trends, SpyWords, and other similar services. In the context of digitalization, the inconsistency of secondary data with the ultimate goals of the study, and the negative attitude of a number of entrepreneurs to surveys of any kind, the study of digital prints will make it possible to correct the list of the factors under analysis and indicate the hidden relationships and trends.

Based on the analysis of secondary data and digital prints, a focus group scenario is formed to develop the list of factors that affect the interaction between public authorities and business. It is important to note that such list of factors should take into account the regional specifics and peculiarities of a certain form of interaction between public authorities and business under study.

The study results in the list and classification of the main factors that hinder the interaction between public authorities and business structures at the regional level in the context of digitalization. If necessary, it is possible to classify these factors depending on the forms of interaction, scope of analysis, type of activity, stage of interaction, etc.

The next step is a descriptive research. It includes the development, piloting, and use of the questionnaire that reflects the factors identified at the previous stage and offers linguistic scales to assess them. The research can be carried out online, via phone, or as a survey in the written form if it is combined with the organization of major entrepreneurship events.

The sample is formed at the researcher's discretion by using the quota method (if the research is carried out in a certain region(s), in a certain area of interaction between business and public authorities) or (in more general cases) probabilistically by using the stratification method.

Processing of the survey data includes statistical analysis and multivariate factor analysis that will make it possible to identify the main components of the environment that hinder the interaction between public authorities and business.

The identified factors require monitoring a) over time, b) in the context of forms of interaction, which is the third stage of the methodology. When monitoring, the initial list of factors can be adjusted depending on the changes that take place in the operation of public authorities and business.

Digital technologies will make it possible to monitor the changes in latent factors (Google Trends tool, panel studies, and recalculation of the main components with a certain frequency) and to form the areas for overcoming the difficulties of the interaction between public authorities and business at the regional level.

Results

Analysis of secondary data and digital prints

Nowadays there are quite many studies on analyzing the factors that have the impact on the interaction between public authorities and business³. Most of the studies have a broad specification, which gives results that are not applicable or only partially applicable when developing certain regional projects. However, there are also narrow studies focused on the interaction between public authorities and business in certain regions⁴. It is necessary to note that studies are carried out both in Russia and abroad.

In their studies, based on the materials of the Republic of Belarus in 2012, O.V. Kobyak and I.A. Andros⁵ indicate that “there is a discrepancy in the assessment of the results on the cooperation between representatives of public authorities and business associations”. The state uses the growth in the number of small businesses and their share in replenishing the budget as the main criterion of efficiency. According to entrepreneurs, the main advantages of the interaction between business and public authorities include reduction of taxes and expansion of free market prices.

³ L. Kh. Abazova, “Vzaimootnoshenie gosudarstvennoy vlasti i biznesa: problematika, formirovaniye mekhanizma vzaimodeystviya”, State and Municipal Government in the XXI Century: Theory, Methodology, Practice num 20 (2015): 57 – 62; D. V. Ivanov, Formy i mekhanizm vzaimodeystviya regionalnoy, munitsipalnoy vlasti i biznes-struktur (na primere Sankt-Peterburga). (Saint-Petersburg: Dissertation for the Degree of Candidate of Economic Sciences, 2019); E. D. Kopytova Razvitiye sotsialnoy otvetstvennosti kak formy vzaimodeystviya vlasti, biznes-struktur i naseleniya v regione (Saint-Petersburg, 2016); Otsenka effektivnosti instrumentov gosudarstvennoy podderzhki. Available at: <http://www.rssp.ru/activity/analytics/otsenka-effektivnosti-instrumentov-gosudarstvennoy-podderzhki/> y O. S. Shevchenko y B. M. Zhalsanova, “Munitsipalno-chastnoye partnerstvo kak faktor razvitiya munitsipalnogo obrazovaniya”, Bulletin of the Trans-Baikal State University Vol: 7 num 110 (2014): 122 – 126.

⁴ D. V. Ivanov, Formy i mekhanizm...; A. V. Ryzhikh, “Vzaimodeystviye organov vlasti i malogo biznesa kak faktor upravleniya sotsialno-ekonomicheskim razvitiyem regiona (na primere Belgorodskoy oblasti)”, Alley of Science Vol: 1 num 5(21) (2018): 681 – 684; A. N. Takova, “Sovremennoye sostoyaniye sfery malogo predprinimatelstva v dvukhsobyektnykh respublikakh Severnogo Kavkaza (Kabardino-Balkarii i Karachayevo-Cherkesii)” Bulletin of the Institute for Humanitarian Research of the Government of the Kabardino-Balkarian Republic and the Kabardino-Balkarian Scientific Center of the Russian Academy of Sciences Vol: 4 num 35 (2017): 55 – 61; N. O. Udachin, “Perspektivy ispolzovaniya mekhanizmov gosudartsvenno-chastnogo partnerstva i sotsialnoy otvetstvennosti biznesa dlya ustoychivogo razvitiya Khanty-Mansiyskogo avtonomnogo okruga – Yugry”, Transport Business in Russia Vol: 1 (2014): 159 – 161; L. D. Chernyshova, “Sotsiokulturnye faktory vzaimodeystviya vlasti i chastnogo biznesa: regionalnyy opyt”, Communicology Vol: 4 num 2 (2014): 108 – 115; M. B. Yangulbaev; I. V. Dzodtsoev; N. V. Kadurina y S. A. Evtushenko, “Vzaimodeystviye biznesa i vlasti kak faktor sotsialno-ekonomicheskogo razvitiya Severo-Kavkazskogo federalnogo okruga”, Science and Education: Economy and Economy; Entrepreneurship; Law and Governance Vol: 4 num 95 (2018): 121 – 125 y M. B. Yangulbaev, Vzaimodeystviye biznesa i vlasti: GR-tehnologii v sotsialno-ekonomicheskoy razvitiy strane (Moscow, 2019).

⁵ O. V. Kobyak y I. A. Andros, “Spetsifika mekhanizma vzaimodeystviya gosudarstvennykh organov vlasti i obshchestvennykh obyedineniy predprinimateley v Respublike Belarus”, Bulletin of the BDP. Series 2. History. Philosophy. Political Science. Sociology. Economics. Cultural Studies num 73 (2012): 28 – 32.

Entrepreneurs negatively assess high rental and credit rates, problems of currency regulation, state pricing policy, relations with local authorities, and weak state support⁶.

E. M. Babosov points out that the reduction of regulation by the state leaves considerable funds at the disposal of enterprises that could be spent as direct and indirect costs associated with licensing and other similar operations. In addition, according to E.M. Babosov, entrepreneurs face the situation of incomplete awareness of the existing resource, financial, labor, and legal situation, which, as the authors think, is solved by the interaction between business and research organizations (universities, specialized analytical companies) rather than between business and public authorities⁷.

A. N. Shokhin and A. V. Proskurin analyze the factors of mutual trust between the institutions of business and public authorities in the modern Russia⁸. In this context, trust is an integral factor that characterizes the relations between objects and determines the management decisions of business. Referring to S. Nack and P. Kiefer, the authors note the direct dependence of trust and economic growth by countries. In turn, according to A. N. Shokhin and A. V. Proskurin, trust is substantiated by a number of factors that were identified during in-depth interviews: the behavior of officials to deal with, control over organizational processes, transaction costs, interorganizational agreements, perceptions of corruption, assessment of the need for the government to intervene in the economy, assessment of the efficiency of public authorities, perception of the social justice, and social ties.

Referring to the survey made by the Institute of Socio-Economic Development of Territories under the Russian Academy of Sciences, E. D. Razgulina specifies the following list of problems hindering the development of partnership between public authorities and business⁹: bureaucracy of administrative structures, lack of budgetary funds for financing joint projects, weak involvement of public authorities, difficulties in making compromise decisions, uncertainty about advantages of partnership, insufficient legal study of partnership, lack of knowledge and experience, a tendency to violate the legislation by business, and lack of initiative of private companies.

A. A. Stepanov considers strategies of the interaction between public authorities and business at the regional level by using the case study method, and assesses exclusively qualitative characteristics of interaction, which, on the one hand, allows the detailed analysis of practical cases, and on the other hand, reduces the objectivity of the assessment¹⁰.

⁶ O. V. Kobayak y I. A. Andros, “Spetsifika mekhanizma vzaimodeystviya... y E. M. Babosov, “Osobennosti i tendentsii razvitiya gosudarstvenno-chastnogo partnerstva v Belarusi”, Reports of the National Academy of Sciences of Belarus Vol: 56 num 3 (2012): 119 – 124.

⁷ E. M. Babosov, Osobennosti i tendentsii razvitiya...

⁸ A. N. Shokhin y A. V. Proskurin, “Faktyory vzaimnogo doveriya instituta biznesa i instituta vlasti v sovremennoy Rossii”, Business. Society. Power Vol: 2 num 32 (2019): 64 – 73.

⁹ E. D. Razgulina, “Partnerskiye otnosheniya organov vlasti i biznesa v regione: sostoyaniye i problemy” Territorial Development Issues Vol: 9 num 19 (2014).

¹⁰ A. A. Stepanov, Izmeneniye strategiy vzaimodeystviya biznesa i regionalnoy vlasti v usloviyah sokrashcheniya mezhbyudzhetykh transfertov. Business. Society. Power Vol: 1 num 27 (2018): 142 – 162.

A.D. Kulikov and E. Yu. Chupalova¹¹ note that in the relations between the state and business, the state is major, while business is minor. At the same time legislation is the factor of these relations development. The authors indicate partnership as the main form of interaction. E. D. Razgulina adheres to a similar opinion¹².

A. V. Grishakov considers the internationalization of the world economy by regularizing the focus of the country's economy and the impact of transnational corporations and international institutions on the "public authorities-business" system as a factor stimulating modernization in the interaction between public authorities and business institutions¹³.

E. Yu. Denisov indicates the factors that both promote and hinder the interaction between public authorities and business. The latter include the lack of financial resources, insufficient managerial experience and professional competencies in project financing and concession mechanisms, the problem of ensuring the transparency of tender procedures, the lack of a unified legal framework, terminology, and forms of interaction, etc.¹⁴.

A. V. Lobanova subdivides the factors (the author specifies them as problems) of the interaction between public authorities and business, depending on the stage of this interaction that focuses on the information exchange between actors and its processing. Then, at the stage of transferring information, the main obstacles to interaction are low activity of business representatives, their distance from the processes taking place in the region, and distrust to public authorities. At the stage of information analysis and the formation of a request to public authorities they include the lack of complete and reliable information, the lack of integration of business and civil society representatives, the lack of qualified employees, and the lack of comprehensive or integrated analysis by public authorities. At the stage of feedback these obstacles include bureaucracy, corruption, low level of legislative regulation, and officials' qualification¹⁵. The digital economy at the regional level has its own spectrum of problems that are partially related to the interaction between public authorities and business: the lack of efficient forms of integration of universities and scientific organizations, as well as their cooperation with high-tech organizations of the real and financial sectors of the economy, the use of traditional information systems of various classes to automate individual business processes, the lack of regulatory documents characterizing the institutional foundations for the formation of a regional digital space, and insufficient use of end-to-end digital technologies to ensure the interaction between the participants of the regional digital platform at the federal and interregional levels¹⁶.

¹¹ A. D. Kulikov y E. Yu. Chupalova, "Pozitsionirovaniye biznesa v Rossiyskoy Federatsii v usloviyakh perekhoda ot rynochnoy ekonomiki k innovatsionnoy", Scientific Works of the RANEP North-West Management Institute Vol: 5 num 4(16) (2014): 312 – 318.

¹² E. D. Razgulina, Partnerskiye otnosheniya organov vlasti...

¹³ A. V. Grishakov, "Internatsionalizatsiya mirovogo khozyaystva: stimuliruyushchiy faktor modernizatsionnykh protsessov vo vzaimodeystviye institutov "vlast" i "biznes"", Socio-Economic Phenomena and Processes Vol: 10 num 44 (2012): 64 – 70.

¹⁴ E. Yu. Denisov, "Ispolzovaniye mekhanizmov gosudarstvenno-chastnogo partnerstva pri upravlenii ekonomikoy regiona", Bulletin of NGIEI Vol: 9 num 28 (2013): 23 – 34.

¹⁵ A. V. Lobanova, "Ispolzovaniye marketingovogo instrumentariya v ramkah upravleniya vzaimodeystviyem regionalnoy vlasti, biznes-struktur i grazhdanskogo obshchestva", Management of Economic Systems: Electronic Scientific Journal Vol: 9 num 69 (2014): 20.

¹⁶ A. A. Labunskaya, "Faktory vzaimodeystviya i sotrudnichestva natsionalnyh issledovatel'skikh

S. S. Abdullaev¹⁷ notes the factors that hinder the development of relations between public authorities and business in the region: goals, objectives, expectations of the parties and individuals, corruption; the lack of the required infrastructure; underdeveloped practice of civilized lobbying; the lack of a mechanism for the movement and distribution of cooperation interests; the lack of a risk distribution mechanism; as well as the lack of mutual trust.

D. V. Zubaidullina identifies the following factors of interaction between business and public authorities: forming, stimulating, and providing. In addition, the author determines the factors related to improving the systems of interaction between the state, the business, and the population in the region: political and administrative, social, and institutional¹⁸.

E. Yu. Denisov and N. A. Polyanskaya put the analysis of the factors related to the interaction between public authorities and business structures at the planning stage as part of the process approach to implementing the mechanism for managing the regional economy¹⁹. The analysis showed that most authors did not focus on the dichotomy of the impact of factors on the interaction between business and public authorities, but considered all factors, in general.

Qualitative study

In order to carry out the qualitative study, the authors developed a scenario of a mini focus group involving six persons. It included the following questions:

1. What forms of the interaction between public authorities and business structures do you know? Which ones do you use? How often do you interact with public authorities? Accordingly, the questions to a representative of public authorities are as follows: How often and in what form do you interact with representatives of business structures in the region? How often and in what forms do you and your colleagues interact with entrepreneurs?
2. Can you single out the most efficient and most problematic forms of the interaction between public authorities and business (the question for both)?
3. What is “efficient interaction between public authorities and business” for you? What determines the “problematic interaction between public authorities and business”? How do you interpret “the factors that hinder the interaction between public authorities and business structures at the regional level”?

universitetov i regionov v protsesse innovatsionnogo razvitiya”, Bulletin of the Saratov University. New Series. Series: Economics. Control. Right Vol: 14 num 2-2 (2014): 374 – 379 y N. I. Lygina; S. A. Izmailkova y N. V. Pyanova, “Formirovanie tsifrovoy ekonomicheskoy sistemy dlya tseyly strategicheskogo upravleniya regionom”, News of the South-West State University. Series: Economics. Sociology. Management Vol: 9 num 1(30) (2019): 47 – 56.

¹⁷ S. S. Abdullaev, Sovershenstvovanie form i mekhanizmov vzaimodeystviya regionalnoy, munitsipalnoy vlasti i biznes-struktur (Makhachkala, 2018).

¹⁸ D. V. Zubaidullina, Sovershenstvovaniye upravleniya regionalnym razvitiyem...

¹⁹ E. Yu. Denisov y N. A. Polyanskaya, “Protsessnyy podkhod k realizatsii mekhanizma upravleniya regionalnoy ekonomikoy na osnove vzaimodeystviya organov vlasti i biznes-struktur”, Vector of Science of the Tolyatti State University. Series: Economics and Management Vol: 1 num 20 (2015): 26 – 29.

4. What factors, in your opinion, hinder the efficient interaction between public authorities and business structures? (The answer is expected from two parties: entrepreneurs and public authorities).
5. Can you identify the stages of the interaction between public authorities and business? What are the problems associated with these stages?
6. Please, describe the problems and negative factors that emerged during certain forms of interaction.
7. What factors hindering the interaction will stop this interaction?
8. When planning the interaction between public authorities and business, what factors can you define immediately before the interaction starts?
9. Define those forms of interaction when you expect the least resistance, and the least impact of negative factors.
10. If the interaction between public authorities and business faces many obstacles, does this indicate the inefficiency of this interaction or the fact that the problems are being worked out really deeply?
11. What are you as a trouble-free partner (both as business and public authorities)? Would you prefer to have a reputation of such a public authority/business partner or receive great material benefits?
12. Is the legislative regulation of the interaction between public authorities and business sufficient in your region? If not, which parties and issues have not been regulated? Are benefits, subsidies, and funding opportunities sufficient?
13. What are the benefits of the interaction between public authorities and business in order to neutralize the high level of bureaucratization of the process?

The study makes it possible to formulate conclusions about the main factors that, in terms of business and public authorities, hinder their interaction (Table 1).

The digital prints were analyzed by assessing the frequency of mentioning the problems identified during the analysis of secondary data and focus group. The tool included Google Trends, which made it possible to identify regional accents in the distribution of search requests on the relevant topic.

The analysis showed the following:

- That the interest in various forms of interaction between business and public authorities depended on their prevalence in regions, e.g., the requests for “tenders” and “subsidies” were distributed rather evenly in regions (Figures 2, 3); the request “special economic zone” was distributed in the regions implementing this form (Figure 4);
- High level of interest in “popular” problems (corruption, bureaucracy) and the lack of interest/low interest in more complex problems;

– The growing popularity of such requests as “financial crisis” and “financial crisis 2020” in early March 2020, which showed the interest in the impact of macroeconomic trends on the economy of the country and regions.

Question	Entrepreneurs, representatives of business structures	Public authorities
1	<p>Familiar with tenders, competitions, public and private partnership; partially familiar with credit and financial interaction; outsourcing and special economic zones as a form of interaction are not seriously perceived. Instruments of credit and financial interaction and tenders are used most often. The frequency of interaction with public authorities varies.</p>	<p>Tax incentives and loans, subsidies, tenders and competitions, outsourcing of certain functions fulfilled by state and municipal administration, public and private partnership, special economic zones. Due to the specifics of the activity, most of the forms of interaction were used. Regular interaction with business in various forms and with various business entities.</p>
...
3	<p>The efficient interaction between public authorities and business is the interaction that requires a minimum of effort, minimizes bureaucracy, and excludes corruption. The problematic interaction between public authorities and business includes essential elements of bureaucracy, corruption, and is not regulated. It is not beneficial for business. However, the benefits for civil society are emphasized. The factors that hinder the interaction between public authorities and business structures at the regional level are the characteristics of the process that make the interaction disadvantageous for business.</p>	<p>The efficient interaction between public authorities and business is resulting for three parties: public authorities, the business community, and civil society. The problematic interaction between public authorities and business contains the high cost of interaction for the budget and the lack of counterparties for the required activities. The factors hindering the interaction between public authorities and business structures at the regional level are the characteristics of the process that stop or delay the interaction.</p>
4	<p>The factors that hinder the efficient interaction between public authorities and business structures include</p> <ul style="list-style-type: none"> – Bureaucracy, – Corruption, – Unfavorable conditions offered by public authorities, – Strong competitors that constantly interact with public authorities, – Lack of understanding of the requirements and conditions of the business community by public authorities, – High taxes, and – Incompetence of performers, etc. 	<p>The factors hindering the efficient interaction between public authorities and business structures:</p> <ul style="list-style-type: none"> – Lack of competent performers in the business environment, – The tendency of business representatives to violate regulations and laws, and – Low level of innovative activity, outdated working methods, etc.
...
6	<p>Bureaucracy, the need to draw up a lot of papers, corruption, the lack of intelligible, clear, strictly regulated interaction</p>	<p>Unwillingness to work in accordance with the requirements, lack of initiative, a tendency to value one’s own benefits</p>

	schemes.	more than socially important results, and the lack of new partners.
7	Corruption of public authorities	Violation of the law by business representatives
...

Table 1
Results of the Mini Focus Group (Fragment)



Figure 2
Distribution of the Request “Tenders” by Regions of Russia



Figure 3
Distribution of the Request “Subsidies” by Regions of Russia



Figure 4
Distribution of the Request “Special Economic Zone” by Regions of Russia



Figure 5
Distribution of the Request “Public and Private Partnership” by Regions of Russia



Figure 6
Distribution of the Request “Bureaucracy” by Regions of Russia



Figure 7
Distribution of the Request “Corruption” by Regions of Russia



Figure 8
Distribution of the Request “Bribe” by Regions of Russia

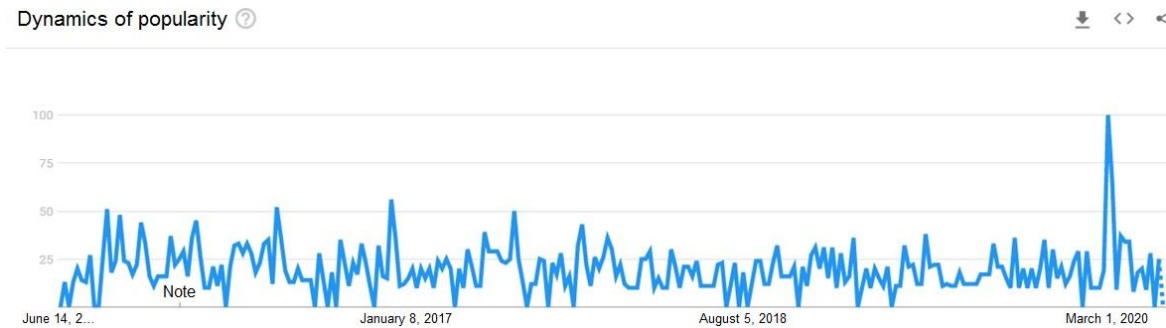


Figure 9
Dynamics of the Request “Financial crisis” by Regions of Russia

Based on the analysis, a list of the main factors hindering the interaction between public authorities and business in the regions is made:

1. Bureaucratic nature of the interaction on the part of public authorities.
2. Corruption of public authorities.
3. Imbalance between the interests of public authorities and business.
4. Differences and conflicts in approaches to assessing the interaction results.
5. Business has a low opinion of public authorities interfering with the economy.
6. Lack of benefits from partnership between public authorities and business.
7. Low efficiency of public authorities.
8. Inefficient business performance.
9. Noninvolvement of business in social and political processes in the region.
10. Low involvement of public authorities in business processes.

11. Unfavorable conditions of interaction.
12. High competition in certain forms of interaction, regular business partners, high barriers for representatives of small and medium-sized businesses for entry.
13. High transaction costs, taxes, commissions, and other payments.
14. Incompetence of some representatives of public authorities.
15. Lack of knowledge, skills, and abilities on the part of business, low level of innovation activity, and outdated working methods.
16. Nonawareness of interaction opportunities.
17. Low level of legislative regulation of the interaction between public authorities and business.
18. Lack of a comprehensive analysis of the socio-economic situation in the region by public authorities.
19. Unethical behavior of representatives of public authorities.
20. The tendency of business representatives to violate regulations and laws.
21. Low quality of control over organizational and financial processes during the interaction.
22. Lack of funding on both parties.
23. Macroeconomic trends.
24. Lack or weak interaction between business, public authorities, and civil society.
25. Low involvement in the interaction between innovation and research organizations.
26. Low prevalence of digital technologies and their inefficiency.
27. Lack of normative legal documents regulating the modern digital economy.
28. Lack of the required infrastructure.
29. Low culture of risk management.
30. Lack of mutual trust.

The formed list of factors hindering the interaction between public authorities and business structures at the regional level in the context of digitalization is the basis for surveying entrepreneurs and representatives of public authorities, which will identify the latent factors that affect this interaction, show statistical significance for two groups of respondents, and characterize the difference of these processes as interpreted by business and public authorities.

Discussion

In this article, the authors have suggested the methodology for identifying the factors hindering the interaction between public authorities and business structures at the regional level. The first stage of the methodology has been tested. Based on it, the authors have formed the list containing thirty factors that hinder the interaction between business and public authorities. It is possible to carry out the further study in the following areas:

- Development of the suggested list of factors, its adjustment depending on the region, on the stage of economic development, and on the level of digitalization of the regional economy,
- Surveying representatives of both business and public authorities in the context of the suggested factors,
- Processing the survey results and defining latent factors related to the low efficiency of the interaction between public authorities and business, and
- Panel studies and monitoring of the suggested factors.

Conclusion

According to the study, the interaction between public authorities and business structures at the regional level in the context of digitalization is exposed to both traditional negative factors (corruption, bureaucracy, conflict of goals between public authorities and business, etc.) and the factors formed in the digital economy. In addition, a number of factors have been formed under the impact of two more actors of interaction in the regions: civil society and research organizations. The further assessment of these factors will make it possible to develop the most relevant and efficient tools for the development of forms and methods of the interaction between public authorities and business.

The key elements of novelty in the suggested methodology include those of the interaction between public authorities and business as early as on the stage of identifying factors (a mini focus group contains representatives of both parties), using the digital footprints analysis as the most accurate and reliable indicator of the importance of individual factors in the context of regions, introducing panel studies to monitor the situation in the region, and suggesting the factor analysis to define latent factors.

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