

SMALL INNOVATIVE ENGINEERING ENTERPRISES ON THE TERRITORIES OF ADVANCED DEVELOPMENT: PROBLEM ISSUES AND GROWING-POINTS

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Keywords: territories of advanced development, small innovative engineering enterprises, mechanical engineering industry.

Abstract. The article focuses on the different points of view on the issues of small enterprises, machine-building organizations and innovative enterprises. Considering the conditions of the territories of advanced social and economic development showed that only one of the selected problems is being solved, namely, the high level of taxation. The researches propose expanding the functionality of the territories of advanced development through the use of personnel marketing, the establishment of a business school and a consulting center, which will create truly favorable (but not excessive) conditions for development of small innovative mechanical enterprises on the territories of advanced social and economic development.

МАЛЫЕ ИННОВАЦИОННЫЕ МАШИНОСТРОИТЕЛЬНЫЕ ПРЕДПРИЯТИЯ НА ТЕРРИТОРИЯХ ОПЕРЕЖАЮЩЕГО СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ: ПРОБЛЕМНЫЕ МОМЕНТЫ И ТОЧКИ РОСТА

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Ключевые слова: территории опережающего социально-экономического развития, малые инновационные машиностроительные предприятия, машиностроительная отрасль.

Аннотация. В статье рассматриваются различные точки зрения на проблемы малых предприятий, машиностроительных и инновационных предприятий. Рассмотрение условий на территориях опережающего социально-экономического развития показало, что решается только одна из выделенных проблем, а именно высокий уровень налогообложения. Исследователи предлагают расширить функциональные возможности территорий опережающего развития за счет использования маркетинга персонала, создания бизнес-школы и консультационного центра, что позволит создать действительно благоприятные (но не избыточные) условия для развития малых инновационных машиностроительных предприятий на территориях опережающего социально-экономического развития.

Mechanical engineering is one of the most important industries, the main source of innovative development of the region and the country as a whole, because it is thanks to the development of this sphere that it becomes possible to equip enterprises with advanced production equipment. Due to its functioning over the past five years, an average of 15% of gross domestic product (GDP) is created, about 40% of the working population are engaged in mechanical engineering enterprises [12]. At the same time, economic development is hampered by problems that are inherited from small businesses, machine-building enterprises and issues of increasing the level of innovativeness of the national economy.

The results of sociological surveys on small business development, in an analytical report prepared by the Russian Association for Small Entrepreneurship Development on the topic "Small Business in Russia. Problems and Prospects", the

main problems of private business are formulated as follows: high taxation; imperfect legislation, cost inflation, economic activity conditions, supply deficit, barriers in receiving credit and high rate for credit, insolvency and non-commitment of partners and customers, imperfect banking system, political context, bureaucracy, lack of production facilities and offices, corruption and bribes, lack of material resources, governmental financial policy, search for customers and consumers, high prices for raw materials, monopoly of government and governmental enterprises, difficulties with renting, rupture of economic connects, lack of information, lack of entrepreneurial culture and experience, personnel problems, lack of own funds, unprofitability of production, cumbersome accounting reporting, lack of preferences, racketeering, unprofitability of investments, unfair competition, imperfection of market, distrust of foreign partners, negative attitude towards entrepreneurs [8]. In general, many researches agree with this point of view [7, 9, 19, 21, 23].

As for the foreign small business from abroad, the main reasons for the failures of their activities are often called as business incompetence, unbalanced experience; lack of experience in commerce, finance, supply, production, management, inability to establish and maintain business connections and contacts [6].

The actual problem of small business development in Russia is limited access to and complexity of financing of small businesses. It is expressed by high cost of financial resources, lack of long-term investment funds, strict requirements for the borrower, long terms of credit application consideration [1].

Surveys of entrepreneurs in small business reveal such a problem as high costs of administrative procedures [15].

According to another survey among the major problems of modern business climate is called the negative assessment of small enterprises during the last years, namely, high level of unfair competition (37% of respondents said this), a significant taxation (29 %), unavailability of funding (11 %) [10].

A separate problem in small business development persisted over the past decade, is the low level of awareness of business owners about existing government programs [22].

The main problems of national enterprises functioning are the following: a high level of taxation and the lack of international standardization products (in legislation field); low competitiveness and outdated methods of organizational management, underdeveloped quality management system (in the field of organization); low quality, competitiveness and investment attractiveness (in the field of products); high turnover and shortage of qualified personnel (in the field of personnel); critical physical and moral deterioration of equipment and technologies (in the field of production assets) [3].

According to another survey, the main problems of machine-building enterprises of the Kemerovo Region, due to which their products are not currently exported abroad, are: the lack of government support measures, the inefficiency of exports compared to sales in the domestic market, as well as the decline in demand

due to the global financial crisis effects. For some industries, such as carriage-building, the main problem, among others, is the need to meet international quality standards and lack of high qualified staff [4].

There are several main and especially important problems of modern management in Russia, which hinder the successful development of management in metallurgical (engineering) enterprises: a high degree of centralization of management; focus on maintaining production, not on making profit; the exception of the leader himself from the activities of creating and maintaining performance; wrong distribution of responsibility; the problem of the depreciation of production assets [2, 20].

The main problems of Russian mechanical engineering industry can be summarized as follows: significant obsolescence of its fixed assets; low capacity utilization; inefficiency of enterprise management and of existing reserves usage; low level of innovation activity in the industry. All this leads to low competitiveness of products, which is noted today by both researchers and businessmen [16].

The problems of Russian innovative enterprises include a less-development of the Russian venture capital market, a short planning horizon for Russian investors, finance access barriers, unfavorable economic conditions, administrative barriers, instability of property relations and corruption [13, 22].

According to estimates of the Russian Venture Company (RVC) and the Russian Venture Capital Association, the total capital of all Russian venture capital funds (which invest in technology start-ups) is \$ 30.3 billion, and the total investment in the first three quarters of 2014 was only 0.63 billion dollars [11].

It is possible to identify the factors inherent in the Russian economy, limiting the innovative development of small enterprises and of a structural nature. First, it is the lack of a legal basis for the activities of small innovative enterprises: for example, the existing regulatory framework governing the activities of small innovative enterprises regulates mainly the sphere of intellectual property, ignoring or casually mentioning innovative activities. Secondly, the low demand for small innovative business, mainly due to low competition and lack of motivation among entrepreneurs who prefer to engage in activities that consistently generate profits. Thirdly, there is a lack of personnel or insufficient qualification of them, which is reflected in the problem with both managers and technicians, as well as a “brain drain”. The latter can be identified as an unfavorable economic background: for example, the crisis in the economy affects both science and education, and as a result, does not allow small innovative entrepreneurship to develop [14, 18].

The development of the machine-building complex enterprises requires a high level of infrastructure development: manufacture, financial, informational. One of the modern tools for the formation of such conditions is creation of the territories of advanced social and economic development [24]. A feature of this tool to support small innovative mechanical engineering enterprises is a preferential tax regime.

Our proposal is to develop measures to solve these problems and to include them in the territories of advanced social and economic development function. In

addition to tax preferences on the territories of advanced social and economic development, it is necessary to develop and promote a positive image of the Russian entrepreneur. Including due to the wide involvement in the invention of all those interested in this issue [5]. This measure will eventually change the public opinion about entrepreneurs, but it is important to set and observe high standards for the words of the entrepreneur that no sooner said than done. The problem with the staff incompetence can be solved only with the help of training, the best format here will be a business school similar to MBA. If the problems of innovative mechanical engineering enterprises after training will take place, they can be solved with the help of a consulting center included in the management system of the territory of advanced social and economic development. We believe that by offering such a range of services, the territory will be able to justify its name of "advanced development". Other specified issues of small innovative mechanical engineering enterprises from areas "Finance" and "Economic Environment" can be resolved independently by businessmen as a result of their enterprises activity on the territories of advanced social and economic development.

The tool for development of small innovative mechanical engineering enterprises in the form of the territories of advanced social and economic development should be able to solve the problems facing this type of organizations. Based on the fact that over time these problems may change the Federal law "On the Territories of Advanced Social and Economic Development" should take into account these changes. The effectiveness of this law should be monitored at regular intervals and the legislator should take measures to develop small innovative mechanical engineering enterprises on this basis.

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