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PRIORITY DIRECTIONS OF STATE POLICY FOR SMALL ENTERPRISE DEVELOPMENT

Nowadays, the formation of competitive advantages in the innovation economy of the country is one of the most important problems of modern Russia. Innovative products and technologies determine the dynamic development of the economy, require the search for new ways of realizing the scientific and technical potential. In economically developed countries, large corporations invest in the development of innovations, primarily in science, more than half of their incomes. In Russia, this share is only 6 %, which does not allow to provide long-term processes for the development and implementation of innovations.

Obviously, in the strategic perspective, the basis of the Russian economy, as well as the economy of most major industrialized countries, will be large companies. However, in order to accelerate social and economic growth, an effective state policy that can support and stimulate the innovative development of the economy is needed. Small and medium-sized businesses are of great importance in the construction of such policy.

The share of small and medium-sized enterprises in the country's GDP (according to the targets set in the Russian Federation's Long-Term Socio-Economic Development Outlook for the period to 2030, developed by the Ministry of Economic Development of Russia) should increase from the current 20 % to at least 50 %, and the share of population employed in this segment — from 25 % to 60 % [6]. In order to achieve the specified indicators, it is necessary to take a number of measures.

First, it is expedient to create small and medium businesses by restructuring large companies. In Russia, there is a significant number of powerful property complexes that have concentrated production of both complex products and many of its components in one territory. This approach, being relevant in the twentieth century, is now out of date. So, in economically developed countries many components of complex equipment, cars and planes are produced by medium and small enterprises. The outsourcing of many types of work creates a double benefit: small and medium businesses expand the client base, and large firms reduce their costs for maintaining the infrastructure.

Secondly, it is necessary to stimulate small and medium-sized businesses through the improvement of legal mechanisms. For example, it is advisable to establish the minimum required share of purchases from small and medium-sized businesses by state bodies, state companies and state corporations, to facilitate their access to the public procurement system. President of the Russian Federation Vladimir Putin at a meeting with representatives of Russian business circles and associations December 21, 2017: "As a result of the interaction of the Government, the Corporation of Small and Medium Enterprises Development and companies with state participation, the volume

of purchases from small and medium-sized enterprises in 2017 increased by one-third — half a trillion rubles — and amounted for two trillion rubles. There is every reason to bring this indicator to three trillion rubles in 2018 in large part due to the increase in the share and expansion of the line of high-tech products” [2].

Thirdly, the list of programs supporting this numerous segment of the economy with state and regional guarantees, subsidizing interest rates should be expanded. Today, for the support of small and medium-sized businesses, the tool of the Federal Corporation of Small and Medium Enterprises is used most often. The volume of credit support is quite high — from a few million rubles. However, many start-up entrepreneurs need loans of up to 1 million rubles. Banks are actively lending to small and medium-sized businesses, issuing such loans [4]. But for state development institutions, such loans are not a priority, since their administration costs are higher than those for the economy and the development institutions themselves. This problem can be solved through the development of regional and municipal funds supporting small and medium-sized enterprises.

During 2017, more than half of small and medium-sized businesses did not apply to banks for loans. This is due to many external and internal causes. Under the conditions of slowing the growth rates of production and the application of economic sanctions against Russia, the demand from any business for investment projects is reduced. So, by the end of the year, outflow of corporate funds from accounts and deposits of banks has been observed (–13.6%), which indicates that business is going into the shadows, and its turnover is declining [3, p. 26]. Also, existing rates, far exceeding the profitability of doing business, do not allow most borrowers to take out a loan for a long time. By the end of 2016, only 6.4% of investments have been financed by loans from Russian banks. The gap between the profitability of the business and the rates on loans explains the low macroeconomic efficiency of the loan [1, p. 9, 13].

Another direction of development of small and medium business is the policy of the Government of Russia “legalizing” shadow production, the transition of enterprises into the field of formal norms. The state takes many measures to attract business representatives to legal business management. This measure will allow to increase the share of small and medium business in the economy three times. At the same time, it is necessary to remember that the exit from the “gray” and “black” spheres, even under the conditions of the liberal taxation system, is impossible without available rates on loans and revision of the licensing policy. When the heads of small and medium-sized enterprises will have confidence in the safety of their funds and the opportunity to obtain a loan for development, then the interest in working according to the rules established by the state will sharply increase.

It should also be noted that from the state side today there is insufficient information support for small and medium-sized businesses, the lack of economic incentives to attract direct investment in small high-tech enterprises, the lack of a legally established position on the rights to intellectual performance results created with the attraction of means of the federal budget. Nowadays, as never before, state participation in the field of innovative economy is important in the form of determining priority areas for the development of science and technology.

In 2017, many federal programs were implemented to develop small and medium-sized businesses: “Start”, “Development”, “Internationalization”, “Commercialization”, etc. Under the terms of the programs, any entrepreneur has the right to receive financial, managerial, marketing assistance [6]. In 2018, the implementation of these and other similar programs is planned and

financed at various administrative levels: federal programs, regional programs, local programs, direct financial assistance, grants, etc. Also in the state budget, funds are allocated to provide tax holidays for start-up entrepreneurs, compensation of interest rates on loans, compensation of lease payments, etc.

Small and medium-sized enterprises occupy a special niche in the economy, which is practically impossible to be occupied by large companies. In this regard, the priority strategy of the state policy is the development of the sphere of small and medium-sized business, in which jobs are created and a constructive socio-economic atmosphere is formed.

The development of the economy of the state is conditioned by the development of entrepreneurship in it. The effectiveness of economic activity is determined by the number of business structures operating in the state. The creation of positive conditions for the development of small and medium-sized enterprises contributes to an increase in incomes for citizens and taxes for the state.

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