

Abstract of the master's thesis

The topic of the master's thesis: «Small business in the innovation system of the Russian Federation(on the example of the Ltd. Europorta)»

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Information about the client organization: Ltd. Europorta

The relevance of the research topic is conditioned by the fact that under the conditions of the transition of the Russian economy to the innovative path of development, small business acquires a key importance. Small business has an important place in the economy of any country. In market conditions, small businesses are the driving force of business and the economy as a whole, as they generate the lion's share of the GDP of developed countries. Therefore, the research and support of small innovative entrepreneurship is an important theoretical and practical task.

For the Russian Federation, issues concerning innovative development are one of the most complex and topical. Modern trends in the development of the world economy dictate the need to restructure the economy to an innovative way, support innovative entrepreneurship, but the underdevelopment of the innovative culture of society and the lack of necessary economic conditions hinder this process.

The innovative potential of small business of the country is the most important characteristic of its entire economy. After all, small businesses, unlike large and medium-sized enterprises, are flexible and responsive to changes, which gives advantages in the implementation of innovations and scientific research.

The aim of the thesis is to conduct a comprehensive analysis of small business in Russia's innovation environment, identify emerging theoretical and practical problems, and develop proposals for their solution.

Objects:

- Clarification of the meaning and content of the term «small business»;
- Identification of problems hampering the development of small innovative business in Russia;
- Analysis of the main directions of the innovative development in the Russian Federation;
- Investigation of domestic experience of the small entrepreneurship in the innovation environment;
- Determination of priority directions and factors for increasing the sustainability of the small innovative entrepreneurship;
- Analysis of the methods of researching of the organization and determining the degree of its «innovativeness» (on the example of the Ltd. Europorta);
- Designing measures to transform a traditional organization into an innovative-active organization (on the example of the Ltd. Europorta).

Hypothesis: In modern socio-economic conditions, small business can become an essential factor in ensuring the functioning of the Russian system of innovative development, because of its flexibility and adaptability in the face of constantly changing external and internal conjuncture. This potential is not reduced by the fact that, at the present stage, large and medium-sized entities, including those with state participation, still predominate in the innovation sphere. Accordingly, the objective necessity of real inclusion of small business entities in the process of innovation development becomes actual.

Scientific novelty, first of all, consists in the fact that the author, on the basis of a wide range of sources, investigated the activity of small business in the innovation sphere. Close attention was paid to the concretization of such concepts as "small business" and "innovation". During the research, the main directions of innovative development in the Russian Federation were analyzed; the domestic and foreign experience of small entrepreneurship in the innovation environment was studied in detail and systematized. The work also for the first time has made an attempt of the complex research of the resources of using foreign experience in the activities of small business entities in an innovative environment.

Basic provisions for defence:

1. The terminological evolution of the terms "entrepreneurship" and "small business" changes with each historic period, as business activity is closely related to the distribution of goods and services and scientific and technological progress.
2. In the Russian economy, in order to support the development of "national champions", it was proposed to support cross-sectoral corporations: large integration structures that unite the extractive, processing branches of production of final products and, in the long term, are able to compete with global TNCs both inside and outside the country. The formation of large integration entities, started from the materials sector, should gradually move to the manufacturing industry.
3. At the moment, a special emphasis in the innovative development of the Russian Federation is being made at once to several areas: large-scale investments in human capital, the formation of motivations for innovative behavior of enterprises and the development of basic sectors of the economy in an innovative way.
4. In general, taking into account the analyzed experience of a number of countries, two main areas of support for small and medium-sized innovative enterprises can be identified: financial and technological and information-consulting.
5. Ltd. Europorta is a traditional company with innovative elements. The focus on innovation is more in the field of technology. Improvement of management and public relations firms paid little attention. Little attention is paid to the improvement of management and publicity of the company.

The theoretical significance of the research is that the conclusions and proposals formulated in it concerning small business in the innovation system of Russia can be used in further scientific development of the mentioned problem.

The practical significance of the research consists in the possibility of further using the results of research in the daily activities of various enterprises and authorities.

Results of the research

1. Taking into account opinions of various scientists, we determine small innovation entrepreneurship as a single system consisting of several elements: of enterprises with innovative potential, science and innovation.
2. The transformation of the Ltd. Europorta into an innovatively active company needs to be done by involving the staff in the process of planning and creating of innovations, creating a department for development of innovative projects and enhancing the innovative culture of employees.
3. Management should gradually transform into an innovative one, which is characterized by carrying out transformations using creative-intuitive ways of developing and making decisions, taking into account the ideas of employees, abandoning hierarchical organizational models and moving on to flat organizational structures that emphasize the principle of distributed management.

Recommendations

1. We offer the Ltd. Europorta a system of innovative solutions-recommendations that include such values as an innovative culture of relationships, creative-intuitive ways of developing and making decisions, innovativeness and globalism.
2. We believe that, the Ltd. "Europorta" has innovative elements, although very weak. It is necessary to further develop and promote the company to improve competitiveness and improve the quality of goods and services.