

PROBLEMS AND PROSPECTS OF INNOVATIVE BUSINESS DEVELOPMENT IN RUSSIA

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Abstract:

In the paper, modern problems of the Russian innovative business development, specific features of the Russian innovative sphere are revealed, the main models of innovative business development are investigated and directions of Russian innovative business development are proved. For development of a transfer of innovations in the Russian economy and approximations to foreign level it is expedient in Russia first of all: to add legislative and regulatory base with the documents necessary for stimulation of innovative activity, especially a transfer of innovations; to create branch infrastructure of innovative process; to increase the level of public financing of research works and the social status of scientists-researchers.

Introduction

In modern conditions for Russia problems of negative consequences overcoming of world financial and economic crisis become the most priority. One of the most important strategic factors of domestic economy post-crisis recovery, its rise and the solution of many social problems is formation of civilized modern business in economic space of Russia.

Business is inherently directed on innovative activity, after all to businessmen the risk, eccentricity of thinking in the organization of production and management are peculiar to them, therefore, the Russian science probably needs to stake on cooperation with these representatives of a business community as the state and its government still will have no long time of means and opportunities to remove science in the advanced branch.

It is known that economic, social and political power of the modern state is based on application in its economy of high technologies. But a question not so much in innovative technologies, not so much in ability of economy subjects continuously to generate them, how many in abilities and ability to bring them to the market, quickly to turn into production necessary to consumers and services (Boyko, Sekerin & Šafránková, 2014). The modern concept of the new technologies commercialization mechanism consists that diffusion of technologies from the scientific sphere in industrial is effective only at active interaction and cooperation of all subjects of innovative activity (scientists, developers, investors, businessmen, the government and consumers) and full realization by the developer and inventor of intellectual property right (Dudin et al., 2014).

As one of forms of realization of this right small knowledge-intensive business, small innovative business acts. Small business enterprises, being the most important subjects of innovations, can make the significant contribution to development of production in technically advanced areas (Zhang & Yang, 2013).

1. Problems of development of the Russian innovative business

It is possible to allocate the following problems of innovative business development in the Russian Federation (Sekerin & Gorokhova, 2013a):

- Low demand from real sector of economy for perspective results of scientific and technical activity is observed. It is explained by a lack of own means at the organizations and businessmen of real sector of economy, the high cost of innovations, high level of economic risk in the course of commercialization of innovations, long payback periods of innovations.
- Low extent of development of regulatory legal base for implementation of innovative activity is noted, and also there are no measures for its state support (in Russia from 90th years of the XX century there was an essential weakening of cooperation communications between the scientific organizations, educational institutions, manufacturing enterprises).
- Low level of development of average and small innovative business subjects takes place.

For the Russian innovative sphere are characteristic now:

- Low innovative activity of considerable part of subjects of real sector of economy.
- Imbalance of development and lack of economic interaction between separate elements of innovative infrastructure, are applied inefficient mechanisms of a transfer of knowledge and new technologies on the internal and external markets.
- Low extent of capitalization of scientific results, insignificant appeal of the scientific organizations and innovation-active enterprises as objects of investment and crediting.
- Backwardness of economic and legal mechanisms of commercialization of results of intellectual activity.

2. Models of innovative business

Innovative business can be carried out at research, production and design institutes or associations, in establishments of high school science, directly in the innovative enterprises, in the venture organizations, and also certain individual inventors, designers, technologists and scientists. As a result of innovative business by these subjects, innovations in the form of goods, services, the performed works, technical means and technologies are created (Carayannies & Grigoroudis, 2014). Innovations are also new social, ecological, organizational, economic development, methods of management and information support of economic activity (Šikýř, 2011).

Foreign scientists-economists allocated three models of innovative business depending on a way of the organization of innovative process:

- The innovative business based on the internal organization at which the innovation is created and accustoms in the company its specialized divisions by means of planning and monitoring of their interaction on the innovative project.

- The innovative business which is based on the external organization by means of contracts at which the order for creation and (or) development of an innovation is placed between the third-party organizations.
- The innovative business which is based on the external organization with use of venture funds when the company for implementation of the innovative project establishes the affiliated venture firms raising additional third-party resources.

In Russia the second model of innovative business is generally applied, that is the enterprise or the organization place the order for development of innovations, and master them by own forces (generally complex orders of "turnkey" type aren't placed). The first model is used rather seldom because of the insufficient potential of "factory science" (Sekerin & Gorokhova, 2013b). Considering complexity of innovative processes, the special innovative infrastructure for creation of the favourable environment is required. In the developed countries it develops with active state support. Techno park structures have key value for innovative activity (Sun, 2015).

3. Directions of development of the Russian innovative business

Foreign experience of the innovative activity organization and stimulation shows that the state scientific and technical policy of economically developed countries is based on realization of a complex of the organizational and legislative measures directed on creation and support of favourable innovative climate. The most important mechanisms of innovative development stimulation in economy are: development of specialized innovative programs and projects with the high level of their budgetary financing, functioning of preferential crediting systems, the taxation and insurance of research and development, the accelerated depreciation and write-off of costs part of the used technical means. Practically the private sector and universities actively participate in all countries in innovative process, in many of them the research centres function, cooperation of sciences with the industry is developed, information support and service of innovations users is effectively organized (Kucharčíková, 2014).

For development of a transfer of innovations in the Russian economy and approximations to foreign level it is expedient in Russia first of all:

- to add legislative and regulatory base with the documents necessary for stimulation of innovative activity, especially a transfer of innovations;
- to create branch infrastructure of innovative process;
- to increase the level of public financing of research works and the social status of scientists-researchers.

Now in the Russian Federation the control system of innovative activity of the organizations, effective mechanisms of its stimulation aren't created yet. Generally formation of innovative system is conducted in the regions having scientific and technical potential. At the federal level generally at management administrative measures are applied, conceptual provisions and the directions of innovative activity development in a complex of scientific and technical and developmental base aren't developed.

For development of innovative activity it is necessary to involve all available scientific and personnel potential in the Russian Federation, to develop scientific and technical cooperation with foreign scientific centres, and also with the scientific organizations of the leading scientific centres (Lyasnikov et al., 2014). Modernization of productions of the organizations and enterprises can be implemented at the initial stages on the basis of use of more effective technical means and the equipment of the developed countries. Value of information and methodical providing in the solution of this task consists in market researches of the market of innovations of the foreign states.

Concentration of innovative activity in large scientific centres of Russian regions that will have impact on development of the most scientific potential is very perspective, will allow to orient research teams on performance of applied researches taking into account specific conditions of production, market requirements and a condition of advanced technologies and the latest knowledge, technical and technological development, and also on development of forms of business of innovative type, especially small enterprise structures. It is expedient to investigate stimulation and activation of innovative activity from positions of individual share in profit, application of sanctions or surcharges depending on the end result of the financial and economic activity realized with application of innovations, innovations. It is possible to allocate the following main mechanisms of realization of a state policy in the sphere of formation and development of regional innovative systems of business:

- Formation and improvement of standard and legal base of the innovative activity regulating creation, functioning and regulation of advance in business competitive scientific and scientific and technical products, goods and services.
- Optimization of regional innovative systems infrastructure.
- Analysis of a state and forecasting of innovative and technological development of branches and productions of the region.
- Coordination of development and implementation of regional interdepartmental and interindustry target programs and projects of social and economic, scientific and technological and innovative development.

It is also important to consider possibilities of interaction of the government and enterprise institutions in development of innovative and investment activity, participation of large corporations in formation of the knowledge-intensive production of small business. When forming such relations of the state with the private capital, there have to be the principles of self-sufficiency, recoverability, urgency, participation financing and competition.

Conclusion

Problems of intellectual (innovative) business need to be developed taking into account a modern social and economic situation of regions of Russia. It is possible to allocate the following directions of business development for overcoming of the existing negative inertial tendencies and acceleration of innovative development of the Russian economy.

It is necessary:

- to increase appeal of investments into areas of innovations commercialization.
- to create the conditions providing the maximum susceptibility of economy subjects to innovations (the actions directed on formation of favourable investment climate, including tax regime, customs policy; to liquidate the existing gaps in an innovative cycle and upon transition from basic researches through a stage of applied researches and development to commercial technologies);

- to provide support of rational innovative dynamics by means of periodic modernization and updating of technologies;
- to reform the Russian legislation for the purpose of feigning innovative activity;
- to develop and realize actions for formation and development of innovative infrastructure, including it is necessary to change considerably current situation in the field of commercialization of advanced technologies when are abroad delivered knowledge at the lowest level of export of technologies.

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