



THE DEVELOPMENT OF SMES IN THE CONTEXT OF GLOBALIZATION: TOOLS AND METHODS OF SUPPORT

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Annotation

Background: The paper presents the dynamics of development of SMEs in the Russian Federation. **Objective:** The purpose is to study the dynamics of development of small and medium-sized businesses in the Russian Federation for the period 2007-2021 taking into account the implementation of state support measures. **Methods:** The study is based on the analysis of statistical data on the development of small and medium-sized businesses of the Russian Federation, presented by the Federal State Statistics Service, as well as the Unified Register of Small and Medium-Sized Businesses of the Russian Federation for the analyzed period, and also shows the dynamics of changes in the main macroeconomic indicators in the context of investment processes, presented Federal State Statistics Service. **Results:** As part of the Decree of the President of the Russian Federation of May 13, 2017 No. 208 "On the Strategy for the Economic Security of the Russian Federation for the period up to 2030" (<http://www.pravo.gov.ru>) as one of the main tasks for the implementation of the direction related to ensuring sustainable growth of the real sector of the economy, support for high-tech small and medium-sized businesses is highlighted. SMEs are called upon to form business networks in certain territories (regions) that contribute to strengthening the processes of cooperation and interaction, on the one hand, and strengthening competitive relationships, on the other. **Conclusion.** As a result, based on the data obtained from the study, the formation and implementation of state support measures is an integral element in the development of SMEs in the Russian Federation.

Keywords: Small and medium enterprises (SMEs), State national project, Funding volumes, Territories.



O DESENVOLVIMENTO DAS PMES NO CONTEXTO DA GLOBALIZAÇÃO: FERRAMENTAS E MÉTODOS DE APOIO

Resumo

Antecedentes: O artigo apresenta a dinâmica de desenvolvimento das PMEs na Federação Russa. **Objetivo:** O objetivo é estudar a dinâmica de desenvolvimento de pequenas e médias empresas na Federação Russa para o período 2007-2021, levando em consideração a implementação de medidas de apoio estatal. **Métodos:** O estudo baseia-se na análise de dados estatísticos sobre o desenvolvimento das pequenas e médias empresas da Federação Russa, apresentados pelo Serviço Federal de Estatísticas do Estado, bem como o Cadastro Unificado de Pequenas e Médias Empresas da Federação Russa. Federação Russa para o período analisado, e também mostra a dinâmica das mudanças nos principais indicadores macroeconômicos no contexto dos processos de investimento, apresentado Serviço Federal de Estatísticas do Estado. **Resultados:** Como parte do Decreto do Presidente da Federação Russa de 13 de maio de 2017 nº 208 “Sobre a Estratégia para a Segurança Econômica da Federação Russa para o período até 2030” (<http://www.pravo.gov.ru>) como uma das principais tarefas para a implementação da direção relacionada a garantir o crescimento sustentável do setor real da economia, destaca-se o apoio às pequenas e médias empresas de alta tecnologia. As PMEs são chamadas a formar redes de negócios em determinados territórios (regiões) que contribuam para fortalecer os processos de cooperação e interação, por um lado, e fortalecer as relações competitivas, por outro. **Conclusão.** Como resultado, com base nos dados obtidos no estudo, a formação e implementação de medidas de apoio estatal é um elemento integrante do desenvolvimento das PMEs na Federação Russa.

Palavras-chave: pequenas e médias empresas (PMEs), projeto nacional estadual, volumes de financiamento, territórios.

1. INTRODUCTION

Currently, a wide range of national projects aimed at supporting and developing key areas of the functioning of the national economy are being implemented on the territory of the Russian Federation. The goal of the national project to support small and medium-sized businesses is to support businesses at all stages of its development: from the initial idea to expansion and export. It must reach the following target: increase the number of employed in the field of small and medium-sized businesses, including individual entrepreneurs, to 25 million people.

The planned activities include the following:

- 2019 - The number of individual entrepreneurs in small and medium-sized companies will be 19.6 million. The share of small business in the country's GDP will be 22.9%, and the share of this sector in the total volume of non-primary exports - 8.8%. The number of self-employed by the end of the year should increase to 200 thousand people.
- 2020 is the Year of Entrepreneurship in Russia. The number of individual entrepreneurs in small and medium-sized companies will be at least 20.5 million people, and



the share of this sector in GDP will reach 23.5%. Development of mechanisms for small businesses to access the stock market, as well as the organization of a range of state support services for entrepreneurs in 40 My Business centers, where 4% of SMEs will be able to receive assistance. From July 1, 2020, at least 800,000 small and medium-sized entrepreneurs will be exempted from the obligation to submit a tax return.

- 2021 - The total volume of purchases by the largest customers from small and medium-sized businesses in 2021 will amount to 3.8 trillion rubles, and the number of people employed in this sector will be 21.6 million people. The share of small and medium-sized businesses in GDP will reach 25%, and the share of SMEs in the total volume of non-resource exports will reach 9.25%. The number of small and medium-sized companies that entered foreign markets with the help of the Export Support Center will amount to 9.1 thousand.

- 2022 – Almost 7.3 billion rubles will be allocated from the budget for the creation and development of state microfinance organizations. almost the same as in the previous three years. At the same time, 22.9 million people will work in the sphere of small and medium-sized businesses, and the share of this sector in GDP will reach 27.5%. The number of self-employed by the end of 2022 will be 1.8 million people.

- 2023 - Almost a third of GDP will be accounted for by small and medium-sized businesses. Support will be organized for small and medium-sized companies already in 100 My Business centers, the share of small enterprises covered will be 9%. The number of SMEs brought to foreign markets with the help of export support centers will amount to 13.3 thousand. The share of small and medium-sized businesses in Russia's GDP by 2023 will be 30%, and in non-commodity exports it will approach 10%.

- 2024 - Implementation of a mechanism for removing barriers for small businesses. The number of people employed in the sphere of small and medium-sized businesses will amount to 25 million people. The sector will provide 32.5% of the country's GDP and 10% of non-commodity exports. The volume of purchases by the largest customers from small entrepreneurs will amount to 5 trillion rubles, and the number of self-employed people will be 2.4 million people.

2. LITERATURE REVIEW

When considering the prospects for the development of the national economy in foreign practice, the direction of state support for the development of both individual territories and the national economy as a whole is singled out separately. Among the authors, the works of the following foreign authors can be distinguished: Adelman I., Jonathan Q. Morgan (2009), Muhammad Azam, Chandra Emirullah (2014).



The author Adelman I. (1999) considers the process of transformation of the theory of public administration and economic development of territories, while taking into account the ever-increasing role of global interconnections of financial architecture. The author Adelman I. identifies in a separate category the prospects for the transition of developing countries to the group of developed ones. This development is influenced by financial economic crises, on the one hand. On the other hand, the development of the global financial system presupposes the presence of similar processes in national economies.

Report (2014) focuses on territorial development, which is due to the role of local and regional authorities in the economic development of territories, which ultimately shapes the strategic development of regions.

Muhammad Azam, Chandra Emirullah (2014) considered the dependence of the effectiveness of public administration on the corruption factor, inflation expectations and other factors. The authors cite the need for institutional changes in relation to structural changes in the national economy.

Report (2016) considers the process of delegating powers to regional and local authorities, which implies the existence of decentralization processes, which is due at least to the need to form social, transport, and environmental infrastructure by local governments. This report places special emphasis on the need for state participation not only from the standpoint of ensuring economic growth, but also social protection of the most vulnerable groups of the population.

Jonathan Q. Morgan (2009) in his work considers the processes of regulation by local governments in relation to the formation of the investment climate, the prospects for stimulating private investment, which in general should ensure the economic development of both individual territories and the country as a whole.

The development of territories, both in the whole country and in the context of individual territories (regions), is currently being dealt with by a fairly large number of authors, including authors: Bernard Pecqueur, Cielo Morales, Ricardo Pérez, Eduardo Medeiros, Marjan van Herwijnen, Sandra Di Biaggio, Bernice den Brok, Zintis Hermansons, Laurent Frideres, Ilona Raugze, Torre A., Beibei Guo, Xiaobin Jin, Yelin Fang and Yinkang Zhou, Eeva Furman, Jean-Pascal van Ypersele, Reter Messerli, Jackson, R., J.D. Hewings, S. Rey, and N. Lozano-Garcia, J.S. Tsertseil, V.V. Kokueva and others.

The prospects for the development of SMEs in the modern economy are considered in the works of a wide range of authors, among which are the works of such authors as: William Bartlett (2001), Robert McIntyre (2001), Parth S. Tewari, David Skilling, Pranav Kumar and Zack Wu (2013); Strugar (2022); Hoe et al., (2021); Van der Spuy & Jayakrishnan, (2021); Nikulin et al., (2021); Strizhenok & Ivanov, (2021); Stoianova & Vasilyeva, (2022); Voronkova et al., (2020); Kolupaev et al., (2019); Otts et al., (2021).



William Bartlett (2001) assigns a key role to SMEs in the process of transforming the transition economies of developing countries. In this regard, the issues of identifying limiting factors (barriers) in the development of SMEs, such as financial and institutional barriers, are of particular importance.

The Report OECD (2004) provides a profile of small and medium-sized enterprises in developing countries and countries with economies in transition. Thus, according to the report, the largest share of SMEs of export-oriented companies in the 1990s. observed in countries: China, Korea, India, Vietnam, France, Denmark, which ranged from 20% to 56%.

Report Dalberg (2011) singles out the role of SMEs in the development of a country's GDP as an indirect impact, due to the fact that between 5 and 20% of new SMEs enter the market every year as start-ups in the innovation field, even though that in the next 5 years, more than half of startups leave the market.

Robert McIntyre (2001) examines the essence and content of the concept of "SME" in developing countries, and separately presents China's experience in the development of new forms of SMEs. The author presents an analysis of the dynamics of the share of SMEs in terms of the "employment rate" in the total number of employees for the period from 1937 to 1988, where in some countries the share of people employed in SMEs reached 88% (Portugal), 68% (Southern Italy).

Parth S. Tewar, i David Skilling, Pranav Kumar and Zack Wu (2013) in the article consider the essential characteristics of SMEs, the authors place special emphasis on the fact that SME business entities differ quite strongly in their contribution both to industrial, economic reproduction, and immediate economic growth. The authors also note the fact that most SMEs leave the market after a 7-year period, about 20% operate in a state of self-sufficiency, and only the remaining 20% of SMEs are companies that ensure economic growth at the level of normal growth rates (15%) and high growth rates (5%).

Analyzing existing sources of literature regarding the prospects for the development of SMEs, one should consider such an indicator as the level of employment. According to the Federal State Statistics Service of the Russian Federation, the total number of unemployed according to the ILO criteria in 2019 amounted to 3.7 million people. However, if we consider a three-year period, then the total value of this indicator varied in the range from 3.7 million people to 4.6 million people. The highest value of this indicator was observed in 2017.

Among the studies on the level of employment provided by SMEs, we can highlight the works of the following authors: Jan de Kok, Paul Vroonhof Wim Verhoeven, Niek Timmermans Ton Kwaak, Jacqueline Snijders Florieke Westhof (2011); Nikitin and Safonov (2021); Filipovic (2022); Žunjić et al., (2022); Belousova et al., (2021); Movchan et al., (2021 a,b); Ivanov & Strizhenok, (2018); Pogosyan, (2021); Kuzmin et al., (2016); Sedov et al., (2014); Kopteva & Voytyuk, (2016); Saenko et al., (2021).



In the report of the authors Jan de Kok, Paul Vroonhof Wim Verhoeven, Niek Timmermans Ton Kwaak, Jacqueline Snijders Florieke Westhof (2011), a rather long period of SME operation was considered, while it was noted in 2010/2011. In EU countries, the employment growth rate was slightly higher than the average growth rate of employment in the EU as a whole and amounted to 1.2% compared to 0.8%, which was assessed as a positive moment in the development of SMEs.

The Report OECD (2017) assigns SMEs a key role in the development of the national economy, developing in the context of globalization, where SMEs are assigned the main role in generating jobs (Korableva et al., 2020 a,b). However, the report notes that SMEs are less involved in international business networks in terms of innovation, as the share of innovative SMEs in the total number of SMEs by country does not exceed 40%. However, when considering all areas of SME employment, it can be noted that their share in the formation of the value-added indicator is quite high.

3. MATERIALS AND METHODS OF RESEARCH

Information and analytical sources for the formation of the base of the study are legal acts, statistical data of the Federal State Statistics Service of Russia. The paper presents the results of the authors' research on the development of SMEs.

4. RESEARCH RESULTS

The activity of small and medium-sized businesses involves the development of all forms of enterprises, which is reflected in the general situation in relation to the formation of the investment potential of both a separate economic entity and the national economy as a whole. At present, the following situation has developed on the territory of the Russian Federation in relation to investment processes at the macro level (Figures 1-3).



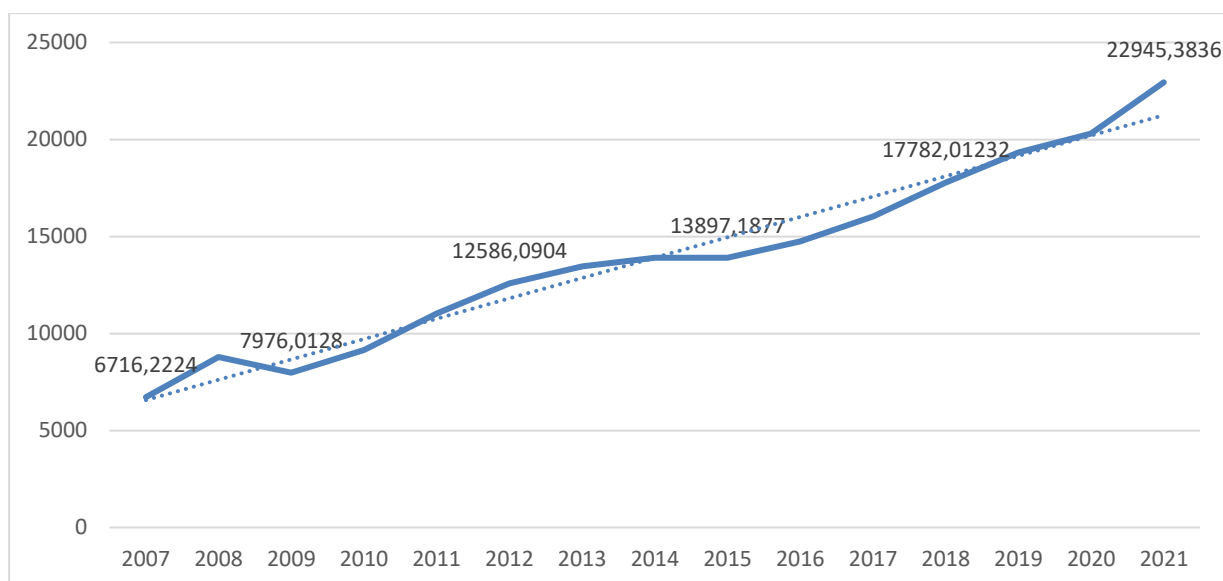


Figure 1. Dynamics of investments in fixed capital of the Russian Federation for the period 2007-2021 in value terms, billion rubles
(compiled by the authors according to the data
<https://rosstat.gov.ru/statistics/instituteconomics>)

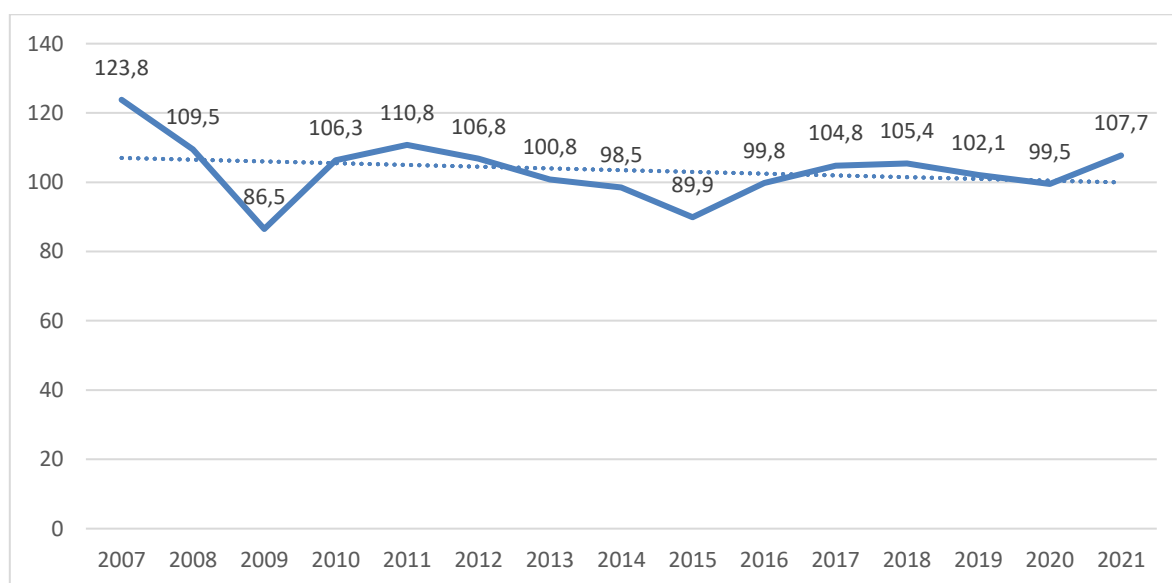


Figure 2. Dynamics of investments in fixed capital of the Russian Federation for the period 2007 - 2021, %.
(compiled by the authors according to the data
<https://rosstat.gov.ru/statistics/instituteconomics>)

According to Figure 2, we cannot say that there is a steady increase in this indicator, the dynamics is spasmodic. Thus, according to Figure 1, in 2021 the growth rate of investment

in fixed assets was 7.7%, and in the previous period there was no increase in this indicator, but absolutely low drawdowns were not observed.

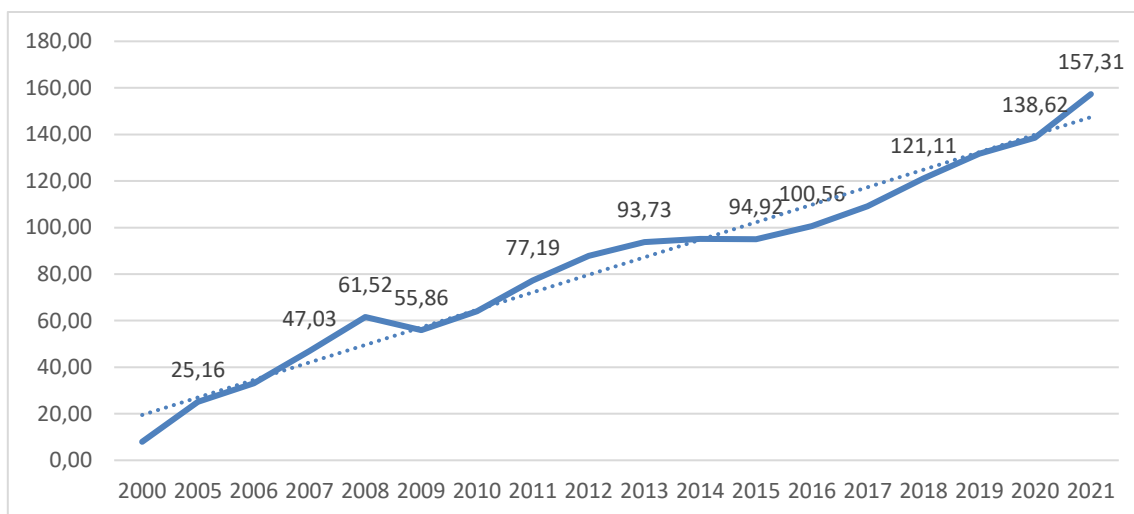


Figure 3. Dynamics of the indicator of investment in fixed capital per capita of the Russian Federation, thousand rubles. for the period 2000-2021

(compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

According to Figure 3, there is a steady positive trend in the territory of the Russian Federation in relation to the indicator "investment in fixed capital per capita". If we take into account that the total population of Russia as of January 1, 2021 is 146,171,015 people, according to the Federal State Statistics Service - dated March 19, 2021 "Estimation of the resident population as of January 1, 2021 and on average for 2020." The total population of Russia as of January 1, 2020 was 146,748,590 people according to the Federal State Statistics Service. It can be concluded that the positive dynamics in relation to the indicator "investment in fixed capital per capita" is formed as a result of an increase in the volume of investment in fixed capital in the Russian Federation (Sarafanova and Sarafanov, 2021; Chuvashlova et al., 2021).

5. DISCUSSION

On the one hand, the subjects of SMEs of the Russian Federation in quantitative terms are distributed relative to the types of economic activity (Ivanova, 2021). In the general category, the main share of SMEs in the Russian Federation is in trade and retail trade in 2021 (Figure 4).

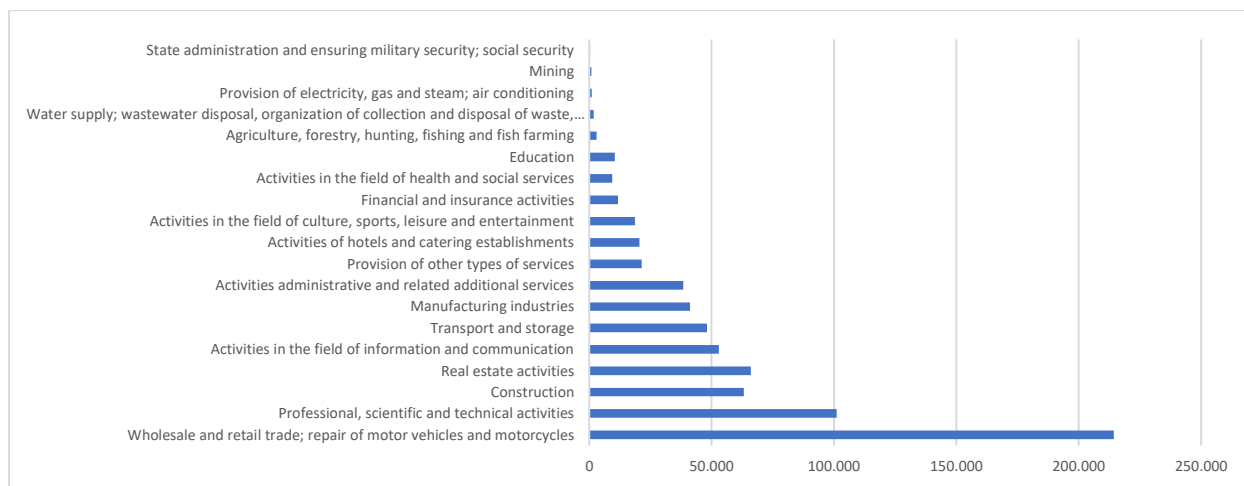


Figure 4. Distribution of the number of small and medium-sized businesses in the Russian Federation by type of economic activity, units. 2021

(Compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

Consider the internal distribution of small and medium-sized businesses in the general group of SMEs in the Russian Federation in 2021 (Figures 5-7).

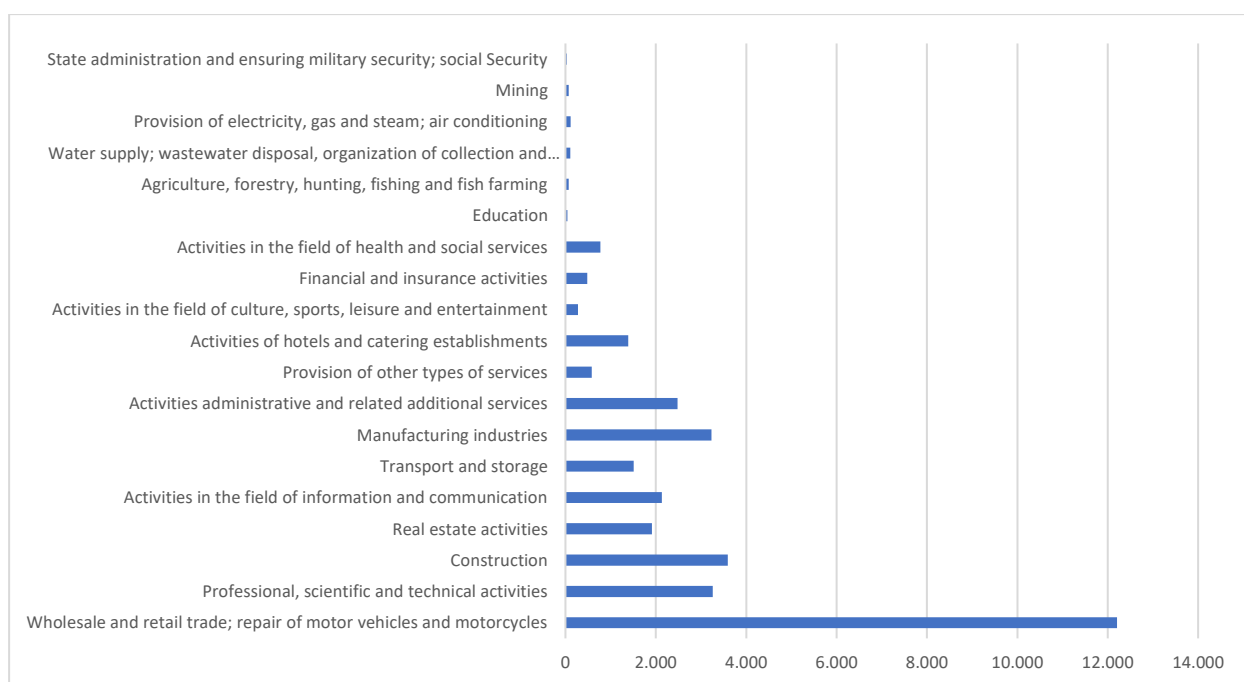


Figure 5. Distribution of the number of small enterprises in the Russian Federation by type of economic activity, units. 2021

(compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

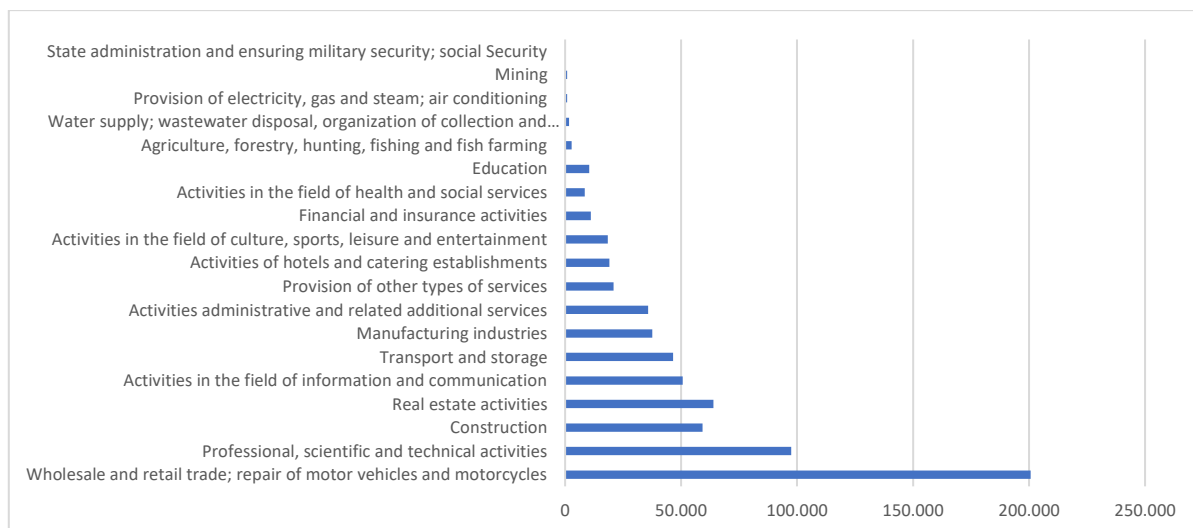


Figure 6. Distribution of the number of micro-enterprises in the Russian Federation by type of economic activity, units. 2021

(Compiled by the authors according to the data

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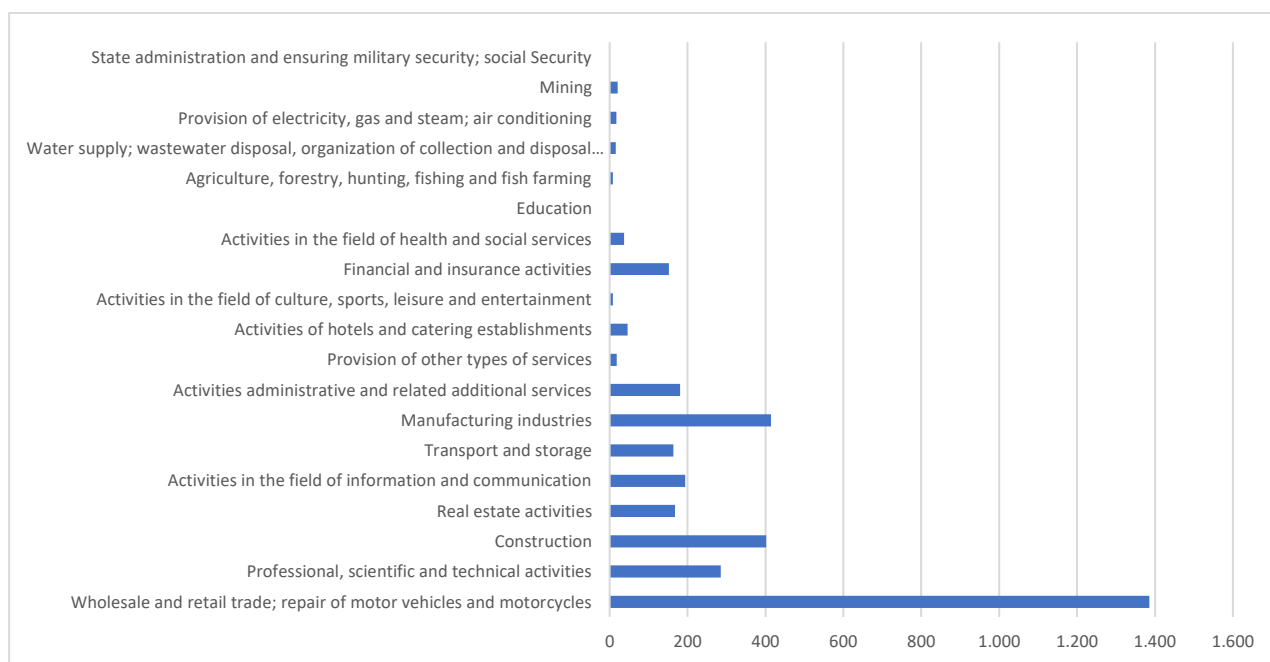


Figure 7. Distribution of the number of medium-sized enterprises in the Russian Federation by type of economic activity, units. 2021

(compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

According to Figures 5-7, the smallest number of economic entities is registered in the group of "medium-sized enterprises".

Let us consider the dynamics of SME turnover in the territory of the Russian Federation for the period 2010-2019 (Figures 8.9).

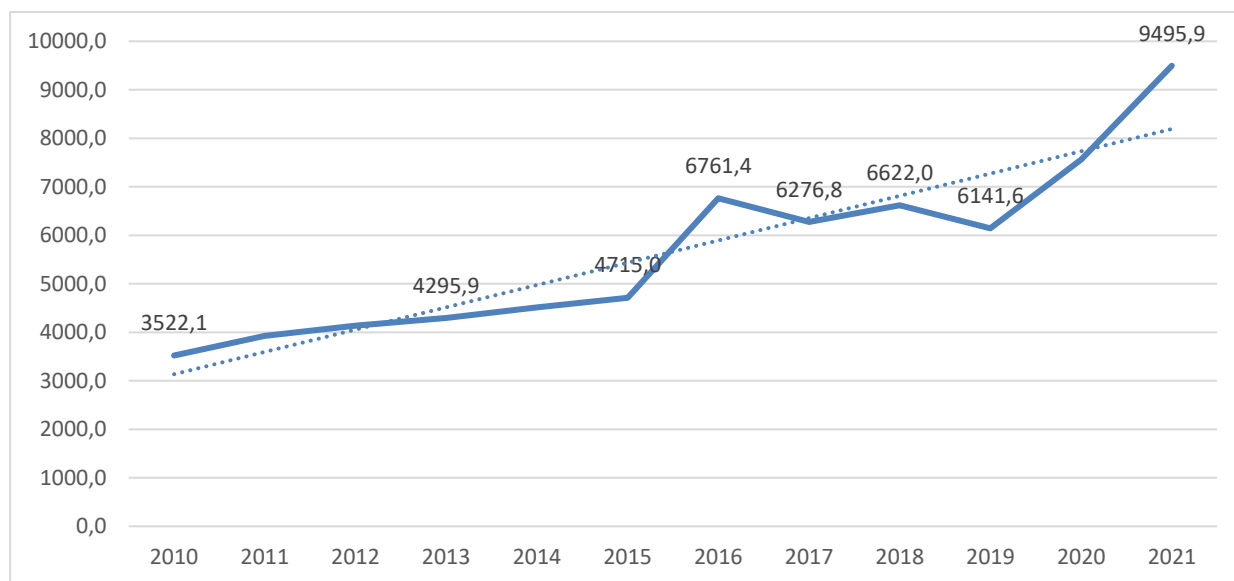


Figure 8. Dynamics of the volume of trade turnover of medium-sized enterprises in the territory of the Russian Federation, billion rubles.

(compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

According to Figure 8, it can be noted that the range of variation of the indicator "turnover of medium-sized enterprises" ranged from 3522.1 to 9495.9 billion rubles. However, in 2019 there was a downward trend compared to 2018 from 6622.0 to 6141.6 billion rubles. The most significant growth of the analyzed indicator can be observed in the following periods: 2015-2016, which amounted to an increase from 4715.0 to 6761.4 billion rubles; 2019-2021, which amounted to an increase from 6141.6 to 9495.9 billion rubles.

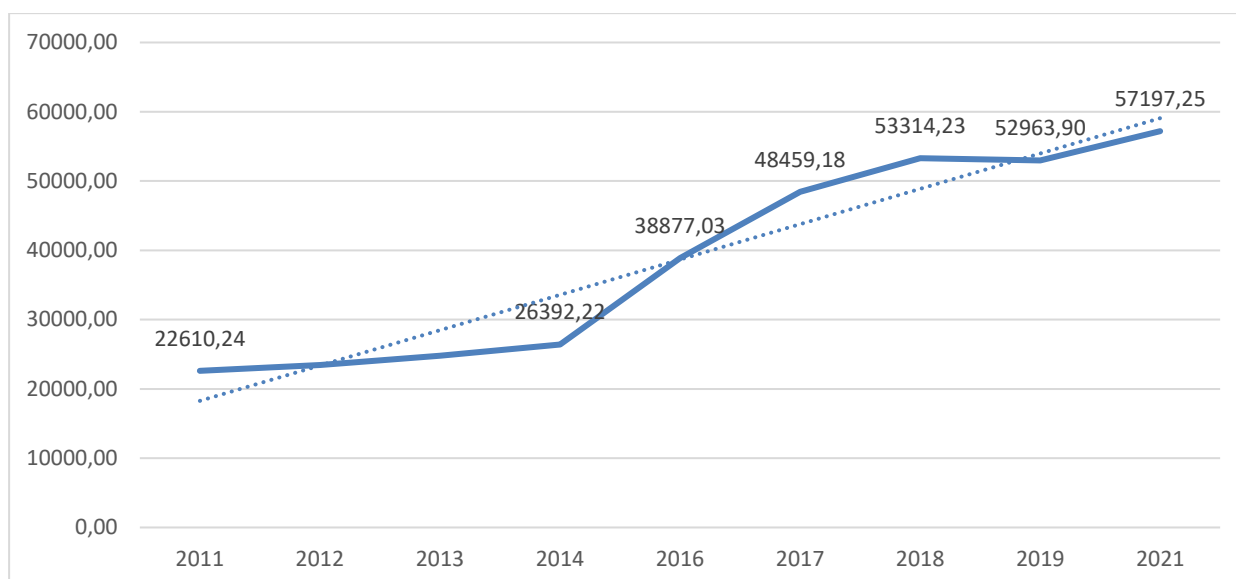


Figure 9. Dynamics of the volume of trade turnover of small enterprises, including micro-enterprises, in the territory of the Russian Federation, billion rubles.

(compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

According to Figure 9, we can also note a qualitative leap in the change in the indicator “turnover of small enterprises. including micro-enterprises” for the period 2014-2016. 26,392.218 billion rubles up to 38,877.027 billion rubles respectively.

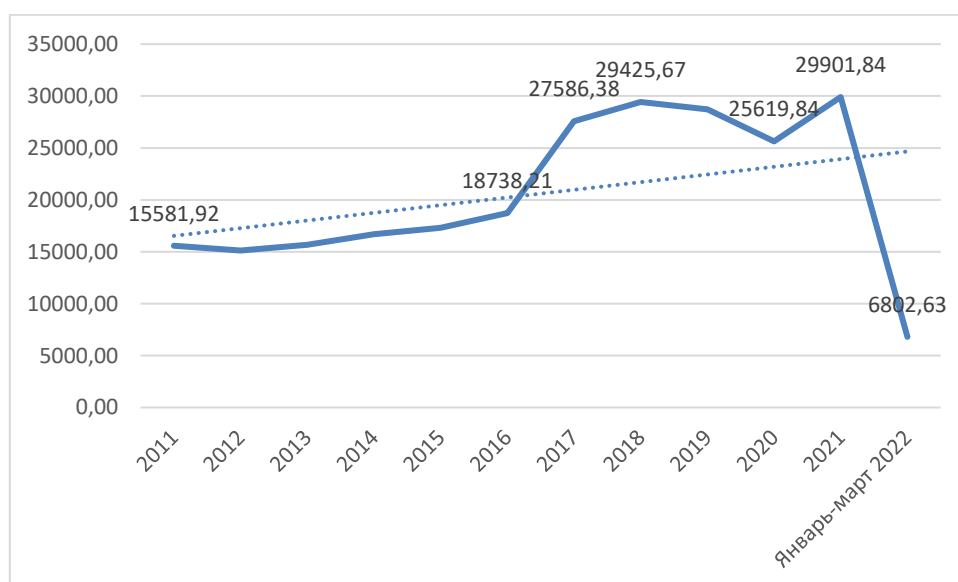


Figure 10. Dynamics of the volume of trade turnover of small enterprises, excluding micro-enterprises, in the territory of the Russian Federation, billion rubles.

(Compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

According to the data in Figure 10, the qualitative progressive dynamics in the development of the indicator "turnover of small enterprises, excluding micro-enterprises" was noted on the chart for the period 2016-2017. from 18,738.212 billion rubles. up to 27,586.383 billion rubles

To date, the distribution of the total number of SMEs in the Russian Federation in 2022 amounted to 5,828,159 units, shown in Figure 11 in relation to the federal districts of the Russian Federation: Central Federal District (1,864,113 units), North-Western Federal District (667,556 units), Southern Federal District (675,705 units), North Caucasian Federal District (202,320 units), Volga Federal District (1,023,805 units), Urals Federal District (492,239 units), Siberian Federal District (600,629 units) and the Far Eastern Federal District (301,792 units).

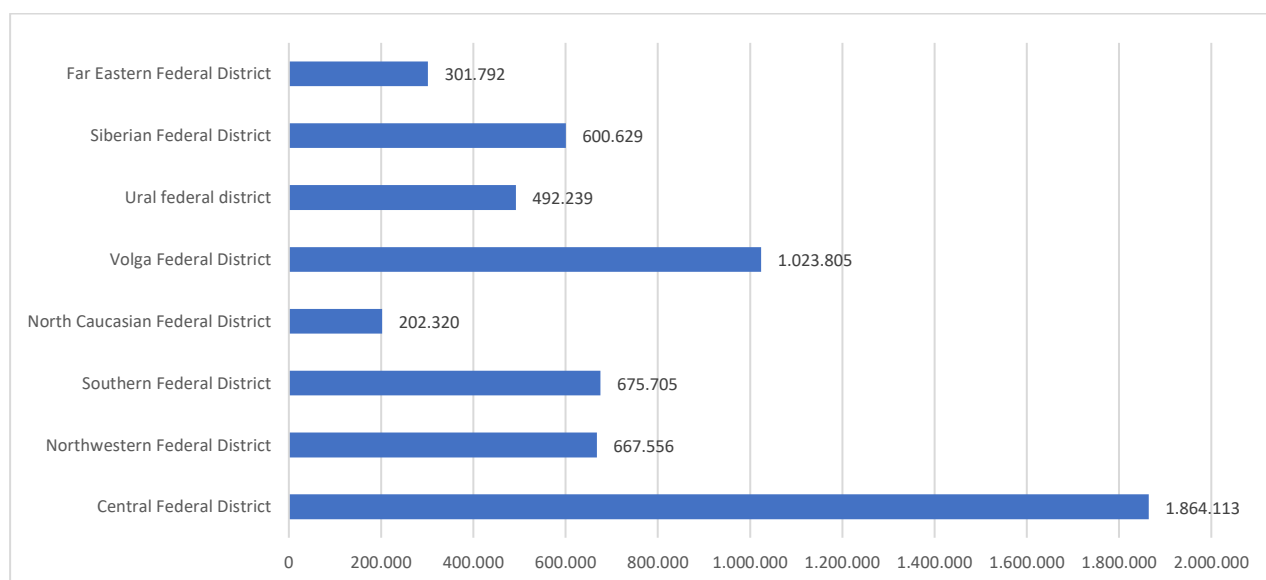


Figure 11. Distribution of SMEs of the Russian Federation by territory in 2022, units

(Compiled by the authors according to the data

<https://rosstat.gov.ru/statistics/instituteconomics>)

It should be noted that during this period on the territory of the Russian Federation, the Ministry of Economic Development of the Russian Federation formed the "Forecast of the socio-economic development of the Russian Federation for 2013 and the planning period of 2014-2015", within which the following main tasks were formulated and implemented:

- increasing the volume of support for small innovative companies that develop and implement innovative products (innovation grants, subsidies for existing innovative companies, support for companies entering the stock exchange, training programs);

- increasing the volume of support for medium-sized companies (subsidizing the interest rate on loans; reimbursement of expenses for the purchase of equipment);

- increasing the volume of assistance to the development of equipment leasing for small companies (priority - equipment leasing, grants for the payment of the first installment, support for mobile platforms);

- increase in the volume of grant support for start-up entrepreneurs (priority - the unemployed, retired, support for social entrepreneurship);

- increasing the capitalization of the special infrastructure for supporting small and medium-sized businesses: microfinance centers, guarantee funds, direct investment funds;

- maintaining the pace of support for the export of products of small companies (priority - the creation of Export Support Centers, grants to start-up exporters);

- creation of business incubators, industrial parks, technology parks, business centers, cluster development centers, prototyping centers, design centers, centers for collective access to equipment.

In this regard, according to the data in Figures 8-10, we can note that at that time the measures of state support for SMEs in the territory of the Russian Federation were quite effective.

6. CONCLUSION

It should be noted that among the tools for implementing support measures for the national project to support small and medium-sized businesses, one can single out the target indicator “The volume of purchases of the largest customers determined by the Government of the Russian Federation from SMEs”. The achievement of this indicator is implemented through the activities of the SME Corporation in order to ensure the access of SMEs to the purchases of the largest customers is the organization of activities aimed at increasing the share of purchases of goods, works, services by customers, determined by the Government of the Russian Federation, from SMEs in the annual volume of purchases of goods, works, services, as well as innovative and high-tech products.

In order to achieve this task, a two-level control system has been formed in terms of ensuring the access of SMEs to the purchases of the largest customers, which provides for:

- organization and conduct by the SME Corporation of conformity assessment in relation to 879 specific federal customers and compliance monitoring in relation to 528 individual federal customers;

- performance of conformity assessment by the authorized executive authorities of the subjects of the Russian Federation in relation to 445 regional customers.

The range of goods, works, services, the purchase of which is planned from SMEs by the indicated largest customers, as well as the terms and volumes of such purchases are reflected in separate sections of the plans for the procurement of goods, works, services of the



largest customers in accordance with the lists of goods, works, services approved by such customers, the purchase of which is carried out from SMEs, which will allow to form the planned market capacity of SMEs.

In subsequent studies, the team of authors intends to study issues that reflect the prospects for the development of SMEs on the example of individual territories, which involves identifying territories with a low form of SME activity, as well as developing recommendations for improving the interaction between SMEs and objects of innovation and economic infrastructure.

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