

**ADDITIONAL EDUCATION AS A FACTOR OF DEVELOPMENT OF
ENTREPRENEURSHIP AT THE REGIONAL LEVEL OF RUSSIAN
FEDERATION (WITH THE EXAMPLE OF PSKOV REGION)
PĀPILDUS IZGLĪTĪBA KĀ UZŅĒMĒJDARBĪBAS ATTĪSTĪBAS
FAKTORS KRIEVIJAS FEDERĀCIJAS REĢIONĀLAJĀ LĪMENĪ
(PLESKAVAS APGABALA PIEMĒRS)**

Inna Andreyanova

Ph.D., acting Head of the Department of Business Law and Jurisprudence fundamentals,
director of the Institute of Continuing Education
Pskov State University, jurist-i@mail.ru, 89113618353
Pskov, Russia

Arina Kupriyanova

graduate student, assistant Director of the Institute of Continuing Education, Pskov State
University, arinanikolaewna@mail.ru, 89517513378
Pskov, Russia

Abstract: authors in this article has provided an analysis of development of enterprise structures of small and medium size business at the territory of Pskov region, has identified main problems and has provided support measures and prospects of developing entrepreneurship.

Keywords: additional education, entrepreneurship.

Introduction. Entrepreneurship is an important element of a market economy, without which the state can not harmoniously develop. It largely determines the rate of economic growth, the structure and quality of the gross national product. The purpose of the study is to analyze additional education as a factor in the development of entrepreneurial activity at the regional level in the Russian Federation (the example of the Pskov region).

Tasks. Analyze the state of small and medium-sized businesses in the Pskov region; Consider measures to support small and medium-sized enterprises in the Pskov region; Identify the problems of supporting small and medium-sized businesses in the Pskov region; Consider additional education as a factor in the development of entrepreneurial activity at the regional level in the Russian Federation (exemplified by the Pskov region).

Methods: analysis, synthesis, induction, deduction.

The relevance of the topic under consideration is conditioned by the fact that in the conditions of the Russian economy, it is the conduct of entrepreneurial activity that gives a chance to provide decent living conditions for oneself and for one's relatives. Therefore, more and more people, thinking about their personal future, want to start their own business. The development of entrepreneurship in the region is a strategic necessity to increase the political, economic and social stability of Russian society. The development of this sector ensures the competitiveness of the region's economy, favors the development of innovations and the growth of tax revenues to the budget of all levels, a reduction in the level of unemployment, and the saturation of the market with a variety of goods and services.

Development of entrepreneurship in the region is a strategic necessity of increasing political, economical and social stability of Russian society. Development of this sector ensures competitiveness of the region economics, contributes to the development of innovations and increasing of tax revenue in the budget of all levels, reduces unemployment and market satiety with different goods and services.

Currently there are 21900 subjects of entrepreneurship registered in Pskov region (table 1).

Table 1

Subjects of entrepreneurship amount in Pskov region, January 2017

Enterprise	Entities	Individual entrepreneurs
Micro	8617	12109
Small	1002	117
Medium	55	0
Total: 21900	9674	12226

As seen from the table 1, individual entrepreneurs and microenterprises are significantly prevail among the others in Pskov region (55.8% and 39.3% of total respectively), which is matches with general trends in Russia and tells that small and medium size business in Pskov region is also a micro-business.

Under subprograms "Small and medium-sized enterprise development" of the Government program "Promoting economic development, investing and international economic activity for 2014-2020" (further - subprograms) there was implemented following activities and achieved following targets in Pskov region in 2016 year:

1. Increasing efficiency of arrangements for small and medium-sized business subjects' access to borrowed funding.

Under this substantive activity co-executor of subprograms - INO "Safeguards and enterprise development foundation of Pskov region" - has provided microloans and surety for subjects of small and medium-sized business.

As a result in 2016 there was provided 29 sureties for subjects of small and medium-sized entrepreneurship with the total amount of 103.59 millions RUR, 89 microloans with the total amount of 68.11 millions RUR;

2. Support of municipal programs developing small and medium-sized business.

In the implementation of this substantive activity the grants were given on a competitive basis for the municipalities for the support of municipal programs developing small and medium-sized business.

As a result the support was given to 21 municipalities of the region with the total amount of 8.66 millions RUR.

3. Stimulation of small and medium-sized business subjects which are active in priority areas of social and economical development of Pskov region.

Under this substantive activity there were implemented following measures of support:

a) Providing subsidies to the small and medium-sized business subjects for recompense the part of its loan related to creation and development of daytime groups for preschool aged children and other similar activities for care for children.

b) Providing subsidies to the small and medium-sized business subjects for recompense the part of its loan by leasing contracts.

c) Providing subsidies to the small and medium-sized business subjects for recompense the part of its loan related to acquisition of equipment in order to creation, development and modernization of production goods, works and services.

d) Providing subsidies to the small and medium-sized business subjects that are active in the area of national arts and crafts.

As a result 3 subjects of small and medium-sized business support was provided with the total amount of 1.84 millions RUR.

4. Formations of efficient infrastructure of support for small and medium-sized business subjects.

Under this substantive activity there were implemented following activities:

a) Ensuring of activity of Enterprise Support Center.

b) Ensuring of activity of Center of coordinating support to export-oriented small and medium-sized enterprise subjects.

As a result 1144 subjects of small and medium-sized business support was provided through activity of this Centers.

5. Development export-oriented enterprise assistance.

Through activity of Center of coordinating support to export-oriented small and medium-sized enterprise subjects there were implemented activities for assistance in promotion of goods, works and services abroad, assistance in export contract managements by financial and non-financial support and so on.

As a result 119 subjects of small and medium-sized business support was provided through activity of this Center, and was awarded 19 export contracts.

6. Assistance to widening of business opportunities of and medium-sized business subjects.

But currently reached level of enterprise development in Pskov is not enough for quick creation of new work places, recovery of demands and proposals on local markets, appearance of independent sources of income by enterprise activity in significant part of economically active people, reducing of social workload on all level budgets expenditure .

Entrepreneurship in Pskov is coming up against the following problems:

- low level of entrepreneurs preparedness to do business;
- limitation of financial recourses for doing business;
- low effective demand of people.

Currently the Government, as part of its support and development of entrepreneurship, tries to provide solutions of these problems, and municipalities are intended to supply achievement of these goals by supporting entrepreneurship in local places. Since 2016 one of the forms of enterprise support in Pskov region is program "You are the entrepreneur", which is a part federal project of Federal Youth Agency and its main goal is stimulating of youth activity in enterprise area by involving them into entrepreneurship.

As a part of this project, The Institute of Continuing Education of Pskov State University has developed and implemented additional education program "Base aspects of entrepreneurship". Attendees of this course was the second and third year students of the Department of Management and Pskov State University College students.

This program was aimed at studying theoretical and practical aspects of entrepreneurship as a system of economic relationships. Students were presented legal provisions, procedure and specificities of the registration of legal persons, recruitment, federal and regional entrepreneur unions, psychological requirements to the entrepreneur.

This course has come as a teaching of physical persons aged under 30 by educational programs, aimed at acquiring of skills of doing business and creation small and medium-sized enterprises (start level).

Classes were held by practitioners from different areas of business, certificated business-trainers and lecturers of Pskov State University.

The age range of participants was from 15 to 30 years.

As seen in Figure 1, the most participants were students aged 19 years, then 17 and 18 years. The least age categories were 27 and 23 years. As activities of program "You are the entrepreneur" was aimed at youth, so there are the most participants (172 people, 76%) were aged 16 to 20 years. It is also necessary to notice that people from 20 to 30 of age were also take part in the monitoring and there were 49 such participants (22%). And also 5 participants with age of 15 (2%).

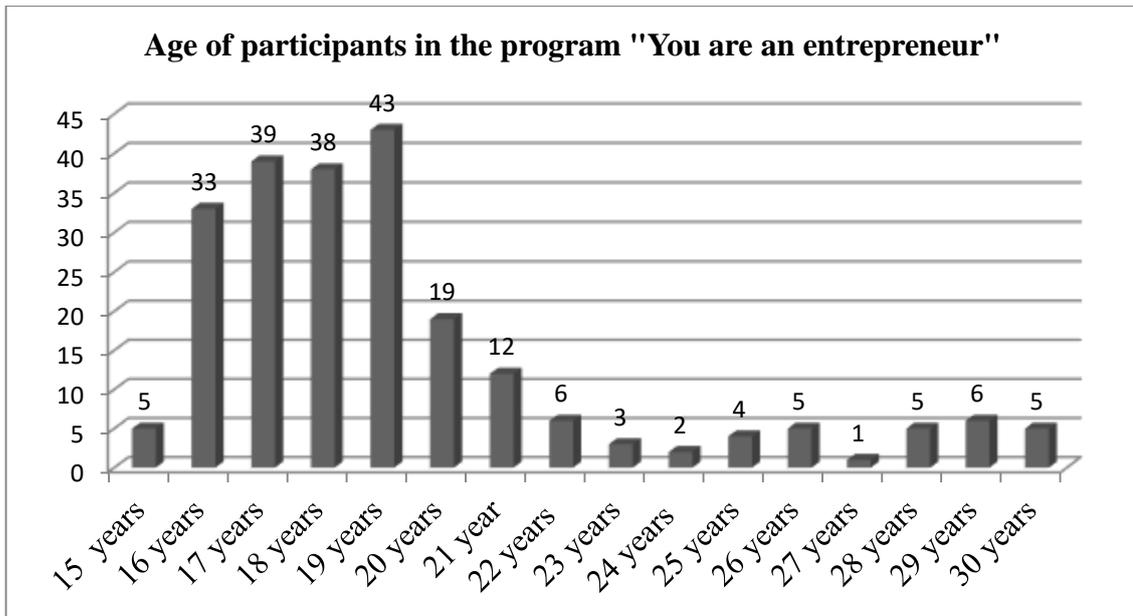


Fig. 1 Age structure of participants of the project

Participants were given a question: "In what way the participation in those events has helped you or your business?". They could underline the given option or write down their own. Graphical structure of answers on this question is given in Figure 2.

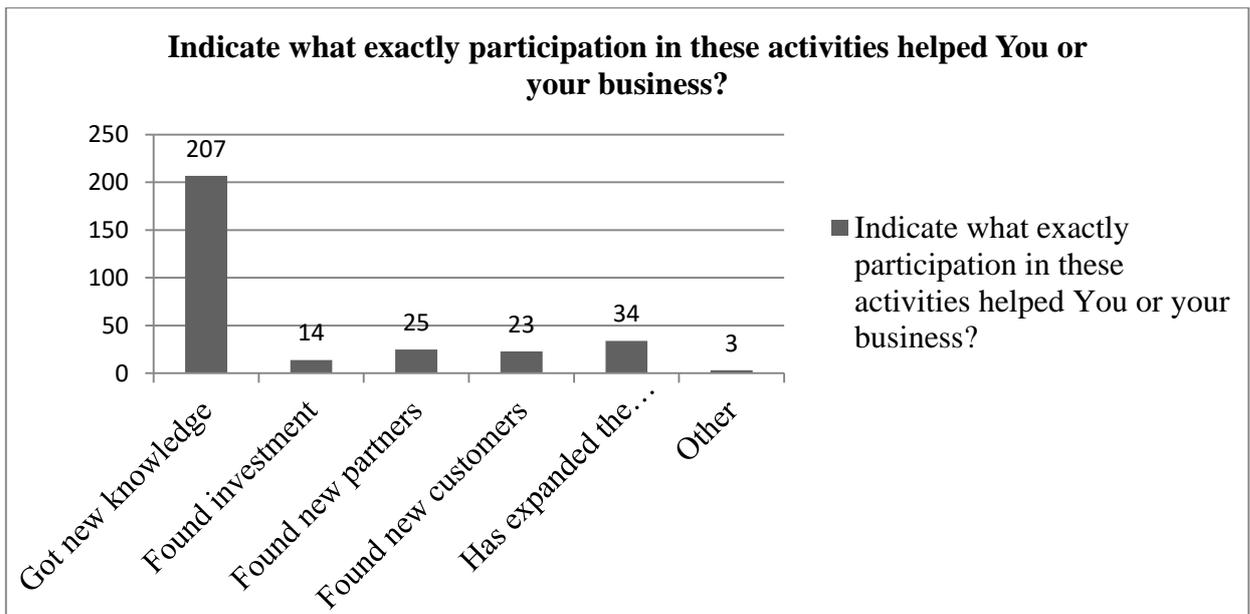


Fig. 2. Structure of answers on question "In what way the participation in those events has helped you or your business?"

Almost all respondents (207 people, or 92%) noticed, that they received new knowledge. The second place by popularity is the answer "expanded geography of project realization" - 15%. The third and the four place with 11% each are answers: "found new partners" or "found new clients". 14 people, or 6%, have noticed that they found investments for their projects and business. 3 people who answered "Other": "understood how to draw up a business plan"; "understood the point and the direction of work"; "understood, that the entrepreneurship is a very interesting thing, and not just money and accounting".

There were 32 entrepreneurs in this monitoring, which is 14% of respondents. Among them 27 were individual entrepreneurs and 5 limited liability companies. Besides, there were

25 people that had registered their enterprises during the activities of Program "You are the entrepreneur". Also, there were 68 work places created by this respondents.

The question "Description of the business" was answered shortly, just the area of activity. The answers were: 5 - taxi; 4 - commerce; 6 - production of goods, clothes, bread; 4 - constructions, carpentry, repairing; 3 - beauty salons, barbershops; 2 - cargo transportation; 2 - car service, and the following services: cafe, holidays organization, water meters checking, cleaning services, information portal, consulting.

As of tax regime, the answers were: 18 people - simplified tax system 15%; 8 people - unified tax on imputed income; 5 people - simplified tax system 6%; one respondent refused to answer;

"Government support" section. In this section were only two options:

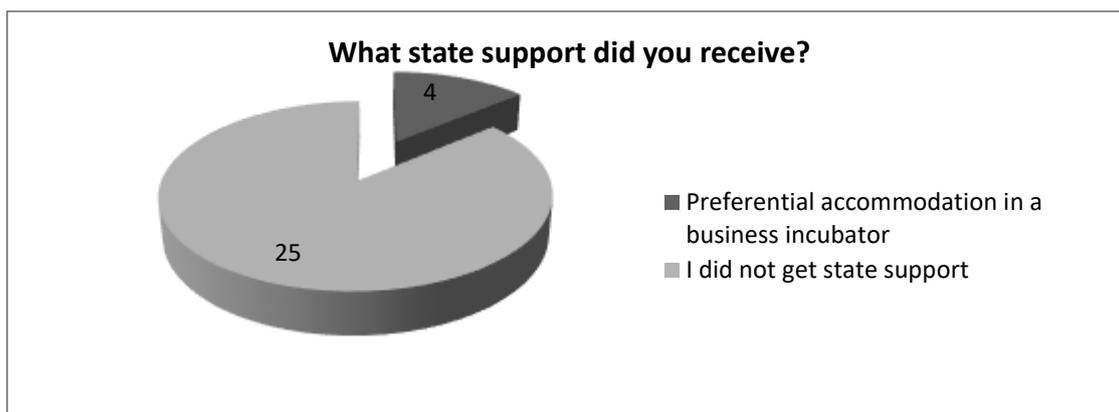


Fig. 3. Structure of answers on question: "What government support have you received?"
Conclusions and offers

5 respondents said that they have concessional accommodation on business incubator; and 25 people didn't receive any government support.

The result of implementation of the program is a beginning of recovering this sector of economics at the region. Also this could be the impetus for formation of stable relationship system of government and entrepreneurs.

Participants of the program have received new knowledge on the enterprise area and specialists consultations. A lot of them have noticed that they expanded geography of their business-projects realization, found new partners and increased clients base.

78% of entrepreneurs have registered their business and created 58 work places for the Pskov region people. 5 participants have received concessional accommodation on business incubator.

Achievement of these goals will help to create favorable conditions for doing business and developing small and medium-sized enterprises in Pskov region according to objective of government programmed in general and subprograms in particular.

Literature

1. «On development of small and medium-sized business of the Russian Federation», Federal Law from 24.07.2007 № 209
2. "Assistance to economical development and investment activities", Decision of Pskov Administration from 18 September 2014 N2314 on approval of municipal program.

Kopsavilkums

Šajā rakstā ir sniegta analīze par uzņēmuma attīstības struktūru mazajiem un vidēja lieluma uzņēmumiem Pleskavas reģionā; ir identificētas galvenās problēmas, un ir apzināti nepieciešamie atbalsta pasākumi un perspektīvas uzņēmējdarbības attīstībā.