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FOREIGN EXPERIENCE OF DEVELOPMENT OF INNOVATIVE POTENTIAL OF SMALL AND MEDIUM ENTREPRENEURSHIP

Abstract. The authors of the article reveal the features of the development of small and medium-sized innovative entrepreneurship in foreign countries, such as the United States, China and the countries of the European Union. The formation of an institutional framework for supporting small and medium-sized businesses is presented, which is a prerequisite for shifting the modern economy to the innovative path of development of Kazakhstan. It was also proposed to use the best practices of foreign countries for implementation in Kazakhstan's practice in order to ensure the effective functioning and development of small and medium-sized companies. In the conditions of globalization of market relations, the role of scientific and technological progress (NTP) in ensuring the competitiveness of national economies is constantly increasing, therefore, the accelerated development and support of the innovation sphere of activity becomes of strategic importance. Only timely funding, combined with effective management, followed by first-class technical advice, provide certain opportunities for the most promising innovative projects.

Keywords: innovation, potential, small and medium business, entrepreneurship, development, foreign experience.

INTRODUCTION

Innovation refers to the process from the emergence and development of the initial idea to the creation of new products, services and technologies or their improvement with the provision of legal copyright protection, followed by the creation of a prototype or model confirming their practical feasibility. Further transition to industrial output demanded by the market and obtaining the expected profit from the sale of these products is called the process of commercialization of innovations. Timely financing, combined with effective management, accompanied by first-class technical advice, provide certain opportunities for the most promising innovative projects and high-tech developments that require several years of hard work for successful commercialization, which ensures satisfaction of market demand in a single scientific and reproduction cycle. The continuity and consistency of these activities depends on the level of integration of science, education, production and the market. The success of innovation activity depends on the general economic situation in the country and the state scientific and technical strategy, on full-fledged resource support, market conditions, professionalism of specialists and effective management. The innovation process is carried out in the following stages: searching for ideas for new products and services; preliminary selection of the most promising ideas; investor search; conducting research and development and development of a new product or service; copyright protection; production of a product or service; checking their competitiveness; promotion of new products or services to the markets. Only the presence of a developed innovation infrastructure ensures the effective implementation of all stages of the innovation process up to the successful commercialization of research.

MAINPART

World experience suggests that the dominant position of big business in innovation processes does not lead to the disappearance of medium and small enterprises and does not even entail a decrease in their significance. So, American companies with less than 1,000 employees develop 17 times more large-scale

technical innovations than firms with more than 10,000 employees. A special place in developed countries is occupied by R & D, which is represented by four main institutional sectors: public, private, "non-commercial" (research institutions and organizations that have virtually no profits and therefore are exempt from paying taxes) and universities. In developed countries, the duration of the innovation process is 5–6 years, while in medium-developed and developing countries it is 15–25 years.

One of the most important areas in the US economy is the intensification of innovation activities with the aim of creating a scientific and technical basis for the comprehensive development of the country in the twenty-first century. One of the main drivers of technical progress are enterprises in the SME sector, the innovative activity of which is confirmed by the fact that the number of innovations per researcher is 4 times higher than in large organizations. At the same time, the number of innovations per dollar of research and development costs in the SME sector is 24 times higher than the similar indicator for large enterprises. In addition, the innovation activity of specialists engaged in small business, expressed in the relative number of patents granted per employee, is almost 16 times higher than the similar indicator for large enterprises. It should be noted that small enterprises, having limited resource capabilities, are highly active in the innovation sphere of activity, which is associated with high risks. In order to provide favorable conditions for the success of innovative SMEs, the US Government in 1982 adopted a federal law. "On the development of innovation in small business" with subsequent changes from 1992, the main objectives of which are:

1. Stimulating technological innovation;
2. Using the potential of SMEs for the implementation of federal orders for R & D;
3. Assistance in attracting talented people to engage in technological innovation;
4. Assistance to the private sector in the commercialization of scientific and technological achievements, according to the results of R & D performed under federal orders;
5. Involving small businesses in the qualification list of US firms operating in the innovation sphere to meet national needs for special research and development.

As part of this law, a number of national programs funded from the state budget were developed, which provided innovative SMEs and inventors with ample opportunities to implement their developments. To stimulate innovation in various enterprises, US law provides for the exclusion of many expenses from taxation (acquisition of documentation, equipment, production of prototypes, testing, payment of patent services, etc.).

In order to meet the national need for special research and development, as well as to ensure more successful activity of innovative enterprises engaged in research and development (hereinafter R & D), the United States implements a set of various-scale scientific and technical programs. Among the most effective federal-scale events are programs such as The Small Business Innovation Research (SBIR) and the Small Business Technology Transfer Program (STTR). Both of these programs are coordinated by the Technology Department of the Small Business Administration (hereinafter referred to as AMB).

The SBIR program serves to attract innovative small business ideas to solve scientific and technical problems on the subject of the 10 largest federal ministries and national agencies. Among them: the Ministry of Agriculture; Ministry of Commerce; Defense Department; Ministry of Education; Department of Energy; Ministry of Health and Public Services; Ministry of transportation; Environmental Protection Agency; National Aeronautics and Space Administration; National Science Foundation and Atomic Energy Commission. Each of these organizations can subsidize more than $ 100 million to carry out R & D by small enterprises. These organizations, being members of SBIR, determine the size and types of financial support for future developers themselves and prepare thematic R & D plans, assess the viability of entrepreneurial proposals and hold competitions for the distribution of subsidies, grants or contracts. SBIR is a competitive program for financing the innovation activities of SMEs related to research and development of scientific and technical problems of national importance and with significant commercial potential. The process of implementing the work on SBIR topics, as well as the size of financial support, are based on the qualification assessment of a small enterprise, the originality of the innovation proposal, its industrial merit and commercial prospects.

Small businesses applying for participation in the SBIR program must meet the following hard criteria:

• The company must be private, commercial, owned by a US citizen and be independent in its management.

• The company must be profitable.

• Professional researchers, developers and analysts should work at the enterprise, their number can reach 2/3 of the total number of employees.

• The number of employees should not exceed 500 employees.

Another effective mechanism for financing innovation activities of SMEs is the Small Business Investment Company (SBIC) program, which serves to provide SMEs with risk and investment capital during their launch, growth and subsequent expansion. This program is implemented and coordinated by the agency AMB and currently in the US there are over 400 investment companies - SBICs, which, using their own capital and attracting borrowed funds, make various types of investments in SMEs at acceptable rates based on the guarantee obligations of AMB. Considering the attraction of private investment, the total capital of this program will reach $ 21 billion. Almost all SBICs are private commercial enterprises. They provide equity, long-term loans, bond issues, and also provide financial management services. The SBIC program is designed to finance all types of manufacturing and service enterprises. Many SBICs are focused on providing venture capital investments in innovative SMEs focused on R & D and the production of new products and services. This is due to the fact that investors proceed from confidence in the high growth potential of these enterprises. Thus, according to the National Association of Venture Capital USA (NVCA), under the SBIC program, risky investments have allowed the creation of more than 75,000 new jobs in SMEs with high-tech manufacturing. The most common type of financial support under the SBIC program is an investment of up to $ 750 thousand (in some cases investments can be increased by 50-70%), for which the agency AMB can provide guarantees. Investments are granted for a period of up to 10 years to invest in the active part of funds (equipment, technology, etc.) and up to 25 years to invest in buildings and structures. The incentive for SBICs is the possibility of profit sharing in case of successful development and further flourishing of small enterprises.

Among the rather active mechanisms to promote the development of new technologies, including in innovative SMEs, the following two programs can be attributed.

Program: The Business Information Center (BIC) is aimed at supporting the activities of about 400 information centers that promote the use of the latest high-tech work methods in small business through the use of modern equipment, communication systems and software. These centers provide free counseling and training for start-ups and existing entrepreneurs by the “Service Corps of Retired Executives - SCORE” consultants and specialists from other partner and public organizations collaborating with the agency AMB.

• Program: “The Corps of Consultants from the Former Top Managers” (Service Corps of Retired Executives - SCORE) offers a system of free advice on technical, organizational and financial problems for start-ups and existing entrepreneurs at various stages of development of their enterprises. At the same time, counseling and practical coaching can be carried out directly in enterprises. The program has 11,500 voluntary consultants working with all SME support centers in various parts of the country. The implementation of this program ensures the transfer of the experience of highly qualified specialists to the younger generation of entrepreneurs, while at the same time contributing to the rapid development of new technologies in various fields of entrepreneurship. The activities of the SCORE consultants are partially funded from the budget of the agency AMB.

• At present, to ensure wide access to information on innovative developments in the field of small business, on the initiative of the Government and under the management of the US National Science Foundation, the Innovative Research of Small Business portal has been created. The portal provides on-line information on thematic plans of all the co-founders of the SBIR and STTR programs, as well as provides data on all research organizations in the country. In addition, the portal has a search site that allows users to find information about successfully completed R & D on a given topic.

It should be noted that in many developed and dynamically developing countries various methods of state stimulation of innovation activity in the SME sector are used. Here and a number of government programs of financing and technical support of innovative developments of SMEs on the subject of government organizations. In addition, there are many legislative, financial, tax and property levers at the state and regional levels that contribute to the development of innovation in all areas of business. In world practice, the following main forms of stimulating the innovation activities of small and medium-sized enterprises have emerged:

• Government programs of financial and technical support for innovative companies that carry out R & D on governmental organizations (USA, Japan, Great Britain, India, China and other countries);

• Direct financing (subsidies, loans), which reach 50% of the cost of creating new products and technologies (France, USA and others);

• Granting loans, including non-interest payments (Sweden); grants for 50% of the costs of innovation (Germany);

• Targeted grants for research and development (in almost all developed countries);

• Creation of innovation introduction funds taking into account possible commercial risk (England, Germany, France, Switzerland, the Netherlands);

• Reduction of state duties for individual inventors and the provision of tax benefits to them (Austria, Germany, USA, Japan, etc.), as well as the creation of a special infrastructure for their support and economic insurance (Japan);

• Postponement of payment of duties or exemption from them, if the invention concerns energy conservation (Austria);

• Free services of patent attorneys at the request of individual inventors, exemption from fees (Netherlands, Germany, Japan, India);

• Tax relief for enterprises operating in the innovation sphere, incl. Exemption from taxation of R & D costs, preferential taxation of universities and research institutes (USA, UK, India, China, Japan);

• Legislative protection of intellectual property and copyright (in all developed countries);

• Government programs for risk reduction and risk reimbursement (USA, Japan);

• Creation of a wide network of venture capital funds used for the implementation of innovative projects by SMEs (in all developed and developing countries);

• Creation of a network of science parks, business incubators and technology development zones (in all developed and developing countries);

• Creation of powerful state organizations (corporations, agencies) providing comprehensive scientific, technical, financial and industrial support for innovative SMEs (USA, Japan, India, China and other countries);

• Information retrieval specialized sites on advanced technologies and

In world practice, such structures are combined into national and international innovation networks, for example, the European Network of Business Innovation Centers (The European Business & Innovation Centers Network -EBN), which supports and develops innovation activities in small and medium-sized businesses in the European Union . As a non-profit organization, EBN was founded in 1984 on the initiative of the European Commission and now unites 160 Business Innovation Centers (B.I.C.s.) and 70 associate members. Within the framework of EBN, incubators, technology parks, innovation and technology centers, research institutes, information systems (Euro Info Centers - EIC), Technology Transfer Centers (Innovation Relay Centers - IRC) and other organizations are actively interacting.

CONCLUSION

In addition, in many countries, government contracts from various organizations for R & D are one of the most important financial instruments supporting innovative SMEs. Such contracts involve careful coordination of all the main characteristics of the expected result, deadlines and the necessary costs of execution. Usually the price is fixed before the start of work, and the final calculation is carried out after their completion. Subsidies and subventions are usually provided to support radical and risky projects implemented by innovative SMEs on the register of enterprises with experience in complex R & D.

In conclusion, it should be noted that the creation of an effective national infrastructure to support innovation activity is one of the most important conditions for the further scientific, technical and economic development of our country. In a word, the innovative component of the country's development strategy, special emphasis on scientific foundations, research centers and technology parks, give a powerful impetus to the innovative development of the country. Measures taken at the state level create all the conditions for the implementation of the Kazakhstan Development Strategy until 2020, where the main goal is to increase innovation-active enterprises from 4 to 20 percent, which will make it possible to rank among the 30 most competitive countries in the world.

М.Х. Абенова

Қазақ еңбек және әлеуметтік қатынастар академиясы

ШАҒЫН ЖӘНЕ ОРТА КӘСІПКЕРЛІКТІҢ ИННОВАЦИЯЛЫҚ ӘЛЕУЕТІН ДАМЫТУДЫҢ ШЕТЕЛДІК ТӘЖІРИБЕСІ

Аннотация. Мақалада авторлар АҚШ, Қытай және Еуропалық Одақ елдері сияқты шет елдерде шағын және орта инновациялық кәсіпкерлікті дамыту ерекшеліктерін ашты. Шағын және орта кәсіпкерлікті қолдау үшін институционалдық негіз қалыптастыру ұсынылған, бұл қазіргі заманғы экономиканы ҚР дамуының инновациялық жолына көшірудің қажетті шарты болып табылады. Сондай-ақ, шағын және орта компаниялардың тиімді жұмыс істеуі мен дамуын қамтамасыз ету мақсатында қазақстандық тәжірибеге енгізу үшін шет елдердің озық тәжірибесін пайдалану ұсынылды. Нарықтық қатынастардың жаһандануы жағдайында ұлттық экономикалардың бәсекеге қабілеттілігін қамтамасыз етудегі ғылыми-техникалық прогрестің (ҒТБ) рөлі ұдайы өсуде, сондықтан қызметтің инновациялық саласын жедел дамыту және қолдау стратегиялық мәнге ие болады. Бірінші сыныпты техникалық кеңес берумен сүйемелденетін тиімді менеджментпен бірге уақтылы қаржыландыру ғана неғұрлым перспективалы инновациялық жобаларды жүзеге асыру үшін белгілі бір мүмкіндіктерді қамтамасыз етеді.

Түйін сөздер: инновациялар, әлеуетті, шағын және орта бизнес, кәсіпкерлік, даму, шетелдік тәжірибе.

М.Х. Абенова

Казахская академия труда и социальных отношений

ЗАРУБЕЖНЫЙ ОПЫТ РАЗВИТИЯ ИННОВАЦИОННОГО ПОТЕНЦИАЛА МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА

Аннотация. Авторами в статье раскрыты особенности развития малого и среднего инновационного предпринимательства в зарубежных странах, каких как США, Китая и стран Европейского союза. Пред-ставлено формирование институциональной основы для поддержки малого и среднего предпринимательства, что является необходимым условием перевода современной экономики на инновационный путь развития РК. Также предложено использовать передовой опыт зарубежных стран для внедрения в казахстанскую практику с целью обеспечения эффективного функционирования и развития малых и средних компаний. В условиях глобализации рыночных отношений, постоянно возрастает роль научно-технического прогресса (НТП) в обеспечении конкурентоспособности национальных экономик, поэтому ускоренное развитие и поддержка инновационной сферы деятельности приобретает стратегическое значение. Только своевременное финансирование в сочетании с эффективным менеджментом, сопровождаемым первоклассным техническим консультированием обеспечивают определённые возможности для осуществления наиболее перспективных инновационных проектов

Ключевые слова: инновации, потенциал, малый и средний бизнес, предпринимательство, развитие, зарубежный опыт.

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