INNOVATIVE YOUTH ENTREPRENEURSHIP AND GROWTH IN MARKET OF R&D SERVICES: A CASE STUDY OF RUSSIAN FEDERATION AND THE REPUBLIC OF BELARUS

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Abstract

Youth entrepreneurship plays an important role in solving socio-economic problems: reducing unemployment by creating new jobs, training qualified personnel, etc. Young people are more risk-averse, more enterprising and adaptive. The phenomenon of youth entrepreneurship deserves closer attention from the state and society. Innovative youth entrepreneurship plays a special role as a locomotive for the development of the R&D services market. However, in the available literature, we have not found uniform approaches either to the definition of the concept of "innovative youth entrepreneurship", nor to its legislative formalization, or to the assessment of its economic results.

The authors examined the evolution of concepts and practices of innovative youth entrepreneurship development (on the example of Russia and Belarus), the role of youth business in the development of the market of research services in the Russian Federation and the Republic of Belarus. To assess the state of existing problematic issues in the modern system of training future specialists (higher education) and identify trends in the development of innovative entrepreneurship among young people in Russia and Belarus, an online survey was conducted. As a result, it turned out that 54.1% of respondents expressed an unequivocal desire to open their own business; moreover, 31.7% of respondents still doubt their decision. The respondents chose mainly various types of services (including information technology – 20.5%) as the main types of activities that correspond to the business planned to open.

Keywords: *Entrepreneurship, innovation, youth business, youth entrepreneurship, innovative youth entrepreneurship, innovative development mechanisms, R&D services market, startup, measures to activate youth business, Russia, Belorussia*

Introduction

One of the most promising areas of economic development and growth potential in any country is youth entrepreneurship. In this regard, its role and significance are very actively discussed in government, business and scientific circles (Shumik, et al., 2017). Youth entrepreneurship plays an important role in solving socio-economic problems, for example, such as: reducing the unemployment rate by creating new jobs, training qualified personnel, etc. Consequently, this phenomenon deserves closer attention not only from the regional authorities, but also at the state level as a whole (Klyuchevskaya, 2021).

Moreover, in practice, such a phenomenon as *innovative youth entrepreneurship* takes place and is actively developing. However, in the literature available to us, we have not found uniform approaches to the definition of the very concept of "innovative youth entrepreneurship". Moreover, this concept is not legally fixed in Russia, Belarus and abroad. There is only an idea of only a part of its components, for example, "innovative entrepreneurship", "youth entrepreneurship", "student entrepreneurship".

At the same time, it is innovative youth entrepreneurship that determines the particularly effective use of scientific, technical, innovative potential of young people in solving socio-economic problems of countries and regions. Similar approaches are expressed on this issue by other authors (Bogdanova and Grachyov, 2017; Veselovsky, et al, 2016).

In connection with the above, it was considered expedient to study the issues related to the reasons for the lack of effectiveness of youth entrepreneurship in general, and to consider the factors of activation of the innovative youth startup movement, in particular.

Research methods

Authors used the following research tools: comparative and system analysis, correlation analysis by influence factors as well as methods of principles of formal logic, synthesis, statistical and logical methods.

Methods of online survey of young people using Google-docs tools and the "focus group" method were also used. The survey involved 195 respondents (in 2020 year) and 205 respondents (in 2021 year) from Belarus and Russia aged 16 to 33 years. The respondents were divided into 56.6% men and 43.4% women.

Results of the study

1. A brief look at the evolution of concepts and practices for the development of innovative youth entrepreneurship

Entrepreneurship is an economic category that is an integral part of market relations and implies a special economic institution that adapts faster to the constantly changing economic conditions in the modern world, and especially to the desires of the consumer (Antipina, 2014).

For the first time, scientific interest in entrepreneurship was shown in the 17th century (Paevskaya, 2014), and since then has not weakened to the present (Table 1).

Table 1. Evolution of entrepreneurship concepts,
compiled by the authors on the basis of various sources

Authors	Years of life	Content of the concept
R. Cantillon, English economist	1680-1734	By entrepreneurship, he understood any activity aimed at making a profit and involving risk. The main feature of the entrepreneur was his willingness to take risks.
A. Smith, English economist	1723-1790	He introduced the doctrine of free enterprise. He characterized the entrepreneur from the standpoint of an economic person, i.e. a rational, selfish person who builds his plans on the principle of obtaining maximum benefits. Such "economic egoism" ("economic individualism") forces manufacturers to produce products that consumers need at the lowest possible price (production of more goods and better quality at lower prices).
J.B. Say, French scientist	1767-1832	He defined entrepreneurship as operating with the factors of production, that is, extracting them from the place or sphere where they give a small income, then moving and a new combination of them to another place or sphere where they give the greatest income.
A. Marshall, American researcher	1842-1924	He used the concept of a combination of factors within the framework of his developed principle of replacing one combination of factors with another: the previous, less productive combination of factors was replaced at a certain stage by a more perfect one, which provided competitiveness, profitability, and stability as a result.
Friedrich von Hayek, Austro-British economist and political philosopher	1899-1992	They considered entrepreneurship as one of the main resources of the economy along with land, capital, labor, information and time. F. Hayek put forward the very idea of entrepreneurial activity as a factor of movement towards equilibrium, while L. Mises considered entrepreneurship as a process of development of ideas.
Ludwig von Mises, American economist, philosopher, historian and sociologist	1881-1973	
J.A. Schumpeter, Austrian and American economist	1883-1950	His concept focused attention in the entrepreneur's activity on innovation. The result of entrepreneurial activity is changes in the material content, forms and methods of work not only in the field of material production, but also in other fields of activity. In his theory of economic development, the peculiarity of the entrepreneur-innovator as the creator of new combinations of factors of production, new products, markets, technologies is noted.
Peter F. Drucker, American scientist	1909-2005	He pointed out the specific property of entrepreneurship – to accelerate the processes taking place in the economy. He said that a living business is constantly in a state of

		fluctuation, searching for new things to meet the needs of various market segments. On the one hand, on the basis of his activity, initiative, competition, diversification, specialization, the entrepreneur seeks to disrupt the existing balance in the market, and on the other hand – to achieve a new balance of supply and demand, positive feedback from customers and partners, sustainability in development.

However, the term "entrepreneurship" was first introduced in 1912 by the economist J. Schumpeter, who pointed out that entrepreneurship, exists on the basis of maximizing income by using factors of production (Schumpeter, 1994). Subsequently, economists, depending on the dominant scientific economic school, identified various factors of production. The consideration of entrepreneurship as an element of factors of production originates in the marginality theory, which identified four main factors: land, labor, capital and entrepreneurial activity. Consequently, entrepreneurial activity in its essence is defined as the ratio of the categories of economic and managerial/entrepreneurial activity. In other words, entrepreneurship is "... an independent activity carried out at its own risk, aimed at systematically obtaining profit from the use of property, the sale of goods, the performance of works or the provision of services by persons registered in this capacity in accordance with the procedure established by law"[1].

Among European scientists who study entrepreneurship issues, in particular youth and innovative entrepreneurship, V. Terziev, A. Lazdins, A. Zvirble, Y. Timanovsky, O.Prokopenko, etc. should be particularly noted, and among Asian scientists Zhao Feng, Wu Pute, Wei Feng, etc. should be singled out. Among the Russian economic scientists studying entrepreneurship issues, L.I. Abalkin, N.N. Zarubina, T.I. Zaslavskaya and others should be singled out. Among the Belarusian scientists involved in the study of the essence of entrepreneurship, including innovative, its mechanisms of effective implementation, entrepreneurial culture, it should be noted V.N. Shimov, V.F. Baynev, G.A. Khatskevich, S.A. Pelikh, G.A. Yasheva, etc.

Thus, the study of differentiated points of view on the content of entrepreneurship allows us to present a systematization of conceptual aspects on the peculiarities of entrepreneurship development within the framework of the main economic schools, reflecting the trend of transition to a new direction in entrepreneurship – innovative youth entrepreneurship (French, English, German, American, English economic schools: 1680-2005, Russian: 1930 – present).

The study of the theories of entrepreneurship and, in particular, innovative youth entrepreneurship, allows us to identify the main factors influencing the effectiveness of the economic and social potential of the country's regions, to activate the level of youth involvement in solving socio-economic problems of the state, to realize the innovative potential of scientific and educational organizations in cooperation with the business sector and the real sector of the economy to increase the competitiveness of the country.

The applied nature of the application of the features of innovative entrepreneurship

[1]The Civil Code of the Russian Federation (Part 1) of 30.11.1994 No. 51-FZ (as amended on 03.07.2016) (with amendments and additions, entered into force on 01.09.2016).

development has been determined since the introduction of legislative acts in the USA in 1980, such as: the Bayah-Dole Law (State Law No. 96-517) and the Stevenson-Weidler Law (State Law No. 96-418). Both of these laws are aimed at stimulating the commercialization of R&D that was funded or developed by the government (Nikitina, 2013).

In this regard, it should also be said about such concepts as innovation, innovative entrepreneurship and startup. In the most general form, it is considered that *innovation* is not just a new product, but an innovation introduced to the market, providing a qualitative increase in the efficiency of processes or products that are in demand on the market. Accordingly, *innovative entrepreneurship* is the introduction to the market of a product or service that has new consumer properties or significantly improves the characteristics of any existing products. The concept of startups is very close to the topic of innovative entrepreneurship. A *startup* is a temporary organization (creative team) created to search for a sustainable and scalable business model. Startups are created to introduce innovations into the real sector of the economy (Bogdanova and Grachyov D.A., 2017; Shumik, et al., 2017).

As for *youth entrepreneurship*, an analysis of the literature shows that in modern sources, youth as a social group has quite mobile and sometimes not quite defined age criteria. This is largely due to the fact that the very understanding of age in general (Astratova, et al., 2020) and, in particular, youth, youth and young age in modern society is changing dramatically. Scientists note that before youth as a special social group did not stand out at all. For example, in Russia for a long time there was the following age gradation: "a person up to 7 years old was called an infant, up to 14 years old, up to 21 years old, up to 28 years old, up to 35 years old, up to 49 years old, up to 56 years old, and then old and elderly, that is, who lived to a deep old age (...) in Western Siberia, old people could be called as early as 45-50 years old" (Lushnikova, 2020, p. 15). The word "youth" actively came into use in the twentieth century, for example, in Russia in Soviet times, such a holiday as World Youth Day, established in honor of the founding of the World Federation of Democratic Youth in 1945, arose and began to be celebrated.

At the same time, having entered the broad public lexicon in the twentieth century, the term "youth" received different interpretations – both in Russia and Belarus, and in the whole world. For example, in Europe, the USA, Canada and Japan, people aged 15 to 25 are considered to be young people. In the countries of Asia, Africa and Latin America, without distinction of gender, those who have overcome the age limit of 11-12 years are considered to be young people. In Russia, this category initially included citizens from 15 to 30 years old, and then from 14 to 28, which corresponded to the boundaries of the Komsomol age. There is still no unity of opinion regarding the boundaries of youth age. Regional laws of some subjects of the federation classify persons aged 14-30 as youth, others, for example, Moscow, from 14 to 25 years, and in some cases up to 27 years (Baburina, 1988, p. 29). In general, we can say that the boundaries of youth age largely depend on the socio-economic development of society, the level of culture, living conditions. Taking into account different approaches in the framework of this study, we will consider young people in the age range from 14 to 30 years. Similar approaches are expressed by other authors (Akhiyarova, 2009; Lushnikova, 2020; Shumik, et al., 2017).

Speaking about the peculiarities of young people as entrepreneurs, it is necessary to

highlight a number of important aspects.

Firstly, such characteristics of youth as initiative, ambition, creativity, adaptability and the ability to take risks can become the engine of economic development of countries and regions, since any society is interested in the development, promotion and dissemination of entrepreneurship in general, and youth entrepreneurship in particular (Gribanov, 2019; Verkhovskaya and Aleksandrova, 2017).

Secondly, in the modern world, the choice of the type and type of activity for young people is a very difficult, but relevant issue. In this regard, many young people are thinking of starting their own business, doing entrepreneurship, but not many decide to do it. Therefore, according to many researchers, the development of youth entrepreneurship and the involvement of this category of citizens in entrepreneurial activity is an important task today (Shumik, et al., 2017).

Thirdly, the phenomenon of youth entrepreneurship should be considered taking into account the peculiarities associated with the young age of entrepreneurs. Thus, A.V. Ivanova, studying youth entrepreneurship in the context of a dynamic process aimed at the formation of new values in business, indicates that the age limit of young people should be up to 35 years old in order to relate to this sector of management (Ivanova, 2013). At the same time, N.V. Akhiyarova, agreeing with the previous researcher and noting the specific qualities of youth, reduces the age limit to 30 years, emphasizing that it is this group of young people who have a more pronounced tendency to innovativeness, free self-realization and social adaptation (Akhiyarova, 2009). That is why many researchers believe that since young people are the most active part of the population, the involvement of this category of citizens in entrepreneurial activity is an urgent task today.

Fourth, there is the problem of the lack of a clear legislative definition of the concept of "youth entrepreneurship" and, as a consequence, the impossibility of identifying its subjects for accounting and analysis purposes, which prevents an objective assessment of the effectiveness of legislative and executive measures taken. This problem will be raised in the studies of individual authors (Ignatov, 2015; Shumik, et al., 2017; Zhidikova and Rakitina, 2014). Accordingly, there is no clear legislative definition of the concept of "innovative youth entrepreneurship" either in Russia or in Belarus.

In this regard, we consider it necessary to single out such a category as *innovative youth entrepreneurship* as a separate area of entrepreneurship research, since it determines not only the development of R&D markets, but also the effective use of scientific, technical, innovative potential of youth in solving socio-economic problems of countries and regions. Similar approaches are expressed on this issue by other authors (Bogdanova and Grachyov, 2017; Veselovsky, et al, 2016).

At the same time, in the literature available to us, we have not found uniform approaches to the definition of the very concept of "innovative youth entrepreneurship". Moreover, as we have already noted earlier, this concept is not legally fixed in Russia, Belarus and abroad. There is only an idea of only a part of its components, for example, "innovative entrepreneurship", "youth entrepreneurship", "student entrepreneurship". At the same time, young people need support, since innovative youth entrepreneurship as a phenomenon exists and is actively developing.

Indeed, young people need support, since the specifics of this social group also

determines a number of problems that young people face when opening and developing their businesses. These are, firstly, personal or motivational difficulties of young people, which are expressed in a weak willingness to take risks, create something new, lack of entrepreneurial spirit and motivation. Many researchers say that young people are much more willing to choose the stability of big business and public service than the risk of entrepreneurship (Kochesokova, 2016; Larchenko, 2013; Miloslavsky, 2016; Titova, et al.,2015).

This and, secondly, the problem of professional and specific knowledge in the field of entrepreneurship, the lack of theoretical support and experience, which is confirmed by studies of various scientists (Laricheva, 2014; Petrishche, 2015; Simonov and Grosheva, 2012). In this regard, it is also important that special education provides a theoretical basis, but when it comes to practice, most young people do not know where to start. As is quite true, in our opinion, it is noted in the study (Shumik, et al., 2017), this situation is due to the fact that traditional Russian educational institutions provide only the basics of economic knowledge, but do not form incentives and behavioral competencies, without which successful entrepreneurial activity is impossible. It is also important that the activities of entrepreneurship support institutions in the Russian Federation and Belarus are also insufficiently focused on promoting youth business.

Thirdly, research by Russian scientists in 2020-2021 shows that a whole range of problems is inherent in modern youth entrepreneurship:

1) Insufficient regulation at the federal level of issues of support for youth entrepreneurship;

2) The lack of software tools for the development of youth entrepreneurship;

3) Insufficiency of "places of attraction" for young people;

4) The lack of formation of the culture of youth entrepreneurship;

5) The difference in opportunities for the promotion of youth ideas in federal centers compared to other regions, which determine the internal migration of young people;

6) Insufficient awareness of young people about business opportunities and their motivation;

7) The deficiencyof mentoring and financial support when entering the business, etc. (Klyuchevskaya, 2021).

At the same time, we also consider it necessary to pay attention to the fact that, despite all the difficulties, "innovative youth entrepreneurship" as a phenomenon exists and is actively developing. Thus, the official beginning of the development of innovative youth entrepreneurship in Russia[1] can be attributed to 2009, and in Belarus[2] – in 2017, due to the introduction of regulatory legal acts on the establishment of small enterprises at universities and scientific institutions. In Belarus, for the development of entrepreneurship, in particular innovative youth entrepreneurship, plans for startup events have been actively implemented since 2012, the work on the successful implementation of which is coordinated by the Ministry

[1]Federal Law of the Russian Federation No. 217-FZ of 02.08.2009 "On Amendments to Certain Legislative Acts of the Russian Federation on the Establishment of Economic Companies by Budgetary Scientific and Educational Institutions for the Purpose of Practical Application (Implementation) of the Results of Intellectual Activity".

[2]Order of the Minister of Education of the Republic of Belarus No. 757 dated 01.12.2017 "On improving the activities of higher education institutions based on the "University 3.0" model.

of Economy. However, these processes are more active in Russia.

Thus, the first state fund to support startups in the Russian Federation – the Innovation Assistance Fund (formerly the Fund to Promote the Development of Small Forms of Enterprises in the Scientific and Technical Field, the Bortnik Fund) has been operating since 1994. The Foundation has a program aimed exclusively at young people – "SMART GUY" (UMNIK, in Russian), however, they began to "grow startups" en masse only in 2012. So, in 2012, the first Startupvillage conference was held in Skolkovo, which brought together a startup, investors and experts on one platform. In 2013, the first accelerator of technological startups GenerationS was held by a Russian venture company. In 2013, the Internet Initiatives Assistance Fund was also founded, which supports startups in the field of information technology, as well as any projects from other industries where Internet technologies are involved. Over the past 10-15 years, the venture capital market has grown quite a lot, although it is still in its infancy. Moreover, many experts note that the mechanisms for supporting youth entrepreneurship do not work effectively enough (Bogdanova and Grachyov, 2017; Veselovsky, et al, 2016).

This is also confirmed by the data of the Global Entrepreneurship Monitoring (GEM), according to which the level of early entrepreneurial activity in Russia is very low, since the index measured by this indicator was equal to only 4.7% in 2014, despite the fact that in Brazil it is equal to 17.2%, in China – 15.5, in South Africa – 7.0%, in India – 6.6% (Slepenkova, et al., 2017). By 2016, the GEM rating of Russia has grown significantly and shows innovation and efficiency orientation, but entrepreneurial firms in the Russian Federation play a much smaller role in providing employment than in countries with a similar level of economic development. This suggests that the role of the business sector in general and youth entrepreneurship, in particular, in the development of the Russian economy is insignificant, although its potential is huge (Verkhovskaya and Aleksandrova, 2017).

2. Role of youth business in the development of the market of R&D services in Russia and in the Republic of Belarus

The R&D services market is a meeting place for the seller and buyer of intellectual services and developments, that is, various types of economic activities related to the production and acquisition of new knowledge, and experimental developments as work aimed at the production and/or improvement of new goods or services, the introduction of new processes and technologies, etc. (Features of the ISM, 2010, p. 53).

The role of the R&D services market as the most important aspect of innovative transformations is extremely important in modern realities. This is due to the fact that the R&D sector is actively developing and becoming one of the most profitable sectors of the global economy (Higher education and labor market, 2021).Indeed, the last twenty-five years have been characterized by increasing rates of quantitative and qualitative transformations of productive forces and industrial relations, due to the activation of the R&D sector, the introduction of innovative technologies, digitalization, etc. Moreover, by 2030 - 2040. at the level of countries and regions, a transition to the sixth technological order is expected, where the main violin will be played by the innovative quartet of structural changes – NBIC, where: "N" – "nano", "B" – bio", "I" – info", "C" – cogno" (Astratova and Klimuk, 2022; Kvint and Bodrunov, 2021; Roco and Bainbridge, 2004). All of the above processes are caused, first of all, by the strengthening of the role of knowledge, skills, and experimental/production

experience of a person in the XXI century, or by the increasing importance of the intellectual component of an individual's work, which ultimately forms the intellectual capital and intellectual potential of an enterprise, region, country. This reinforces the importance of the intellectual component of human labor, which ultimately forms the intellectual capital and intellectual potential of the enterprise, region, country (Astratova and Klimuk, 2022; Higher education and labor market, 2021; The labor market, 2021).

The sectoral business structure in the Russian Federation shows that, on the one hand, trade is the most common activity on the territory of the Russian Federation. Experts explain this by the fact that, for example, 15 new foreign retailers appeared in Russia in 2021, which is 15% more than in 2020. Most experts believe that the popularity of the Russian market is caused by the fact that Russians have loyalty to traditional shopping. Moreover, the sphere of trade does not cause significant difficulties in the organization of entrepreneurial activity. On the other hand, it can be seen that the share of innovation and R&D activities (consulting and scientific and technical activities together with information and communications) in 2022 amounted to 11.49%, or one third of the most developed sector – trade (Figure 1).

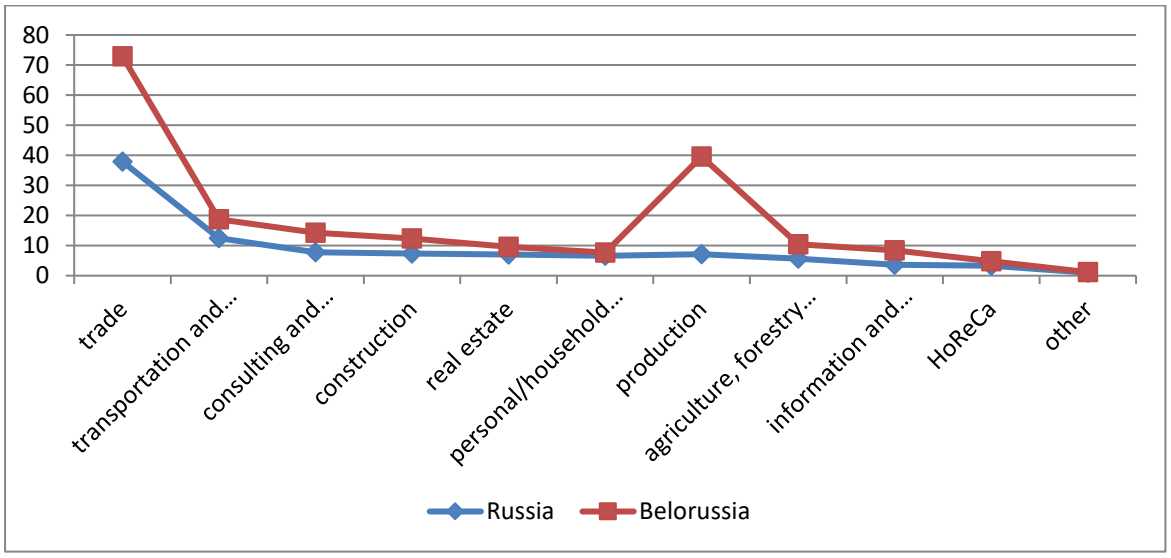

Figure 1. Sectoral business structure in Russia and in Belorussia in 2022, %, compiled by the authors on the basis of sources: 1) information portal "Statista"; 2) https://f.partnerkin.com/blog/allinfo/izmenenie_v_biznes_sfere and 3) official statistics data

As for Belarus, based on Figure 1, there is also a high share of trade, but the share of industry (and especially manufacturing and mining) has remained very high since the Soviet era.

As for the impact of economic sanctions on the activities of entrepreneurship in Russia and Belarus, in addition to the top management of large companies, the most vulnerable sectors include enterprises in the following industries:

1) financial sector;
2) chemical production;
3) development and production of technologies;

4) automotive industry;
5) tourism business[1].

Obviously, in our opinion, all of the above industries (with the exception of tourism) are directly or indirectly related to the R&D services sector, so we can expect future problems with the development of innovative entrepreneurship. In this regard, it is also important that in the international ranking of the World Bank "Doing Business"[2] the Republic of Belarus took 49th place in 2020 with an indicator of 74.3 points (in 2019 – 74.4 points), and Russia - in 2019 took 28th place (77.4 points) and in 2020 – also 28th place, but with higher scores (78.2 points). Accordingly, for the further socio-economic development of countries and regions, it is necessary to innovatively develop industry complexes at the expense of intellectual potential, including with the involvement of young people.

Despite the fact that youth entrepreneurship is not a new phenomenon for the economy of Russia and Belarus, recently the issues of its development and stimulating the entry of young people into business have become particularly relevant. According to experts, the pandemic of a new coronavirus infection showed that more ambitious and positive-minded young people, after restrictive measures, returned to running a business, investing and developing it faster than others (Klyuchevskaya, 2021). A similar reaction is expected from young people in response to new economic sanctions.

In this regard, it should be noted that the support of youth initiatives, as well as the promotion of youth entrepreneurship are also listed in the list of the main directions of the implementation of youth policy in the Russian Federation[3] and in the Republic of Belarus[4]. At the same time, it is obvious that the measures taken at various levels of government in Russia and Belarus are not yet enough to make youth entrepreneurship as popular as possible and bring a more significant contribution to the country's economy (Klyuchevskaya, 2021; Terziev and Klimuk, 2021).

New regulatory mechanisms and organizational tools are needed to ensure the smooth entry of young entrepreneurs into business (and especially in the field of R&D) and to increase the attractiveness of business conditions. According to experts, in this regard, emphasis should be placed on the following activities:

[1]Statistics and indicators of entrepreneurship in Russia in 2022 - research by industry. Retrieved from: https://f.partnerkin.com/blog/allinfo/izmenenie_v_biznes_sfere (accessed: 07.05.2022). (InRussian).

[2] The World Bank's international rating for assessing the conditions for doing business "DoingBusiness", retrived from: https://russian.doingbusiness.org .(Accessdate: 30 November 2021).

[3]They are enshrined in Article 6 of Federal Law No. 489-FZ "On Youth Policy in the Russian Federation", adopted at the end of 2020, dated December 30, 2020. Also, the amendments made to the Constitution of the Russian Federation in 2020, the range of issues of joint jurisdiction of the Russian Federation and the subjects of the Russian Federation is supplemented by general issues of youth policy (Part 1 of Article 72 of the Constitution of the Russian Federation).

[4]The State program of innovative development for 2021-2025; The State program "Small and medium–sized entrepreneurship" for 2021-2025; Development strategy of the state youth policyin the Republic of Belarus until 2030; National Strategy of Sustainable socio-economic development of the Republic of Belarus for the period up to 2030.

1) In the field of education – and not only in the university, where the university can become a "center of attraction" for active youth, but also in the school;

2) In the field of culture – the formation of a culture of youth entrepreneurship through the creation of "centers of attraction" and the establishment of information channels;

3) In the field of scientific service – providing support to young people when entering business through grants from scientific foundations, investments and mentoring from experienced researchers and entrepreneurs;

4) In the field of taxation – ensuring the stability of the tax burden and minimizing control and supervisory measures[1];

5) In the humanitarian sphere – ensuring equal conditions for the implementation of young people in business in various regions (Klyuchevskaya, 2021; Sokolov 2019; Terziev and Klimuk, 2021).

As for the impact of education on innovative youth entrepreneurship, our calculations show a positive correlation. So, based on the data of the global survey of students in the field of business education development[2] according to the results of 2020, data were obtained characterizing a negative correlation coefficient between 1) the level (rating) of the national education system and 2) the share of created microorganisms and individual entrepreneurs (start-up entrepreneurs) equal to – 0.582 (Figure 2).

Figure 2 shows that in Belarus, the higher the quality of education, the fewer new firms are opened (the fewer startups are created). If "consumers" (users, students) are not satisfied with the quality of education, they are looking for the implementation of their initiatives (ideas) "outside the walls of the university".

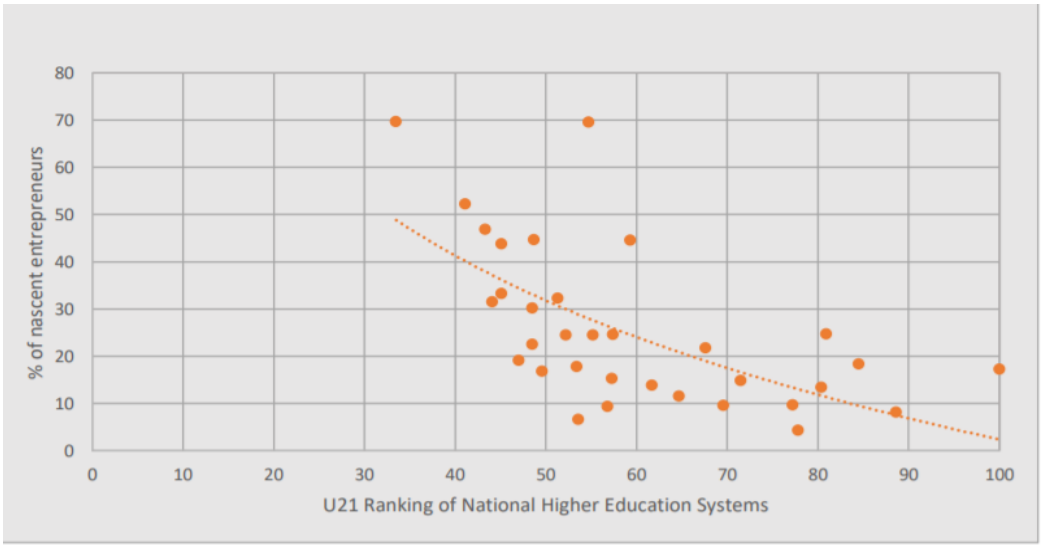

Figure 2. Dependence of the level (rating) of the national education system in Belarus and the share of start-up entrepreneurs according to the results of the Global Student Survey in 2020

[1]As it is well known, currently, especially great attention in the Russian Federation and the Republic of Belarus is paid to youth business in the field of information technology, where IT business is exempt from VAT. Retrieved from: https://www.nalog.gov.ru/rn27/news/tax_doc_news/10805895/ (accessed: 07.05.2022)

[2]Global university entrepreneurial spirit student's survey. 2020. Retrieved from: https://www.guesssurvey.org/publications/publications/national-reports.html (accessed: 30.11.2021).

Finally, Figure 2 also allows us to conclude that young people, not seeing prospects "for improving their financial condition through the use of acquiring new knowledge and implementing their own initiatives," while studying in higher education institutions, are inclined to start their own business.

Developing this idea, N. Klyuchevskaya(Klyuchevskaya, 2021) argues that the following set of measures can additionally become more targeted solutions to the problems of youth entrepreneurship:

- simplification of forms of work for companies employing up to five people (by analogy with the self–employed);
- reduction of barriers to entry into business - through microfinance, subsidies and the introduction of new forms of guarantee support;
- exemption from taxes and inspections in the first year after the establishment of the business;
- providing microenterprises with the opportunity to conduct business from the phone with automatic reporting (by analogy with the professional income tax);
- A simple, clear, convenient and comfortable client path (Klyuchevskaya, 2021; Sokolov, 2019).

3. Online survey results

To assess the state of existing problematic issues in the modern system of training future specialists (higher education) and identify trends in the development of entrepreneurship (primarily innovative) among young people in Russia and Belarus, an online survey was conducted, including several questions on the development of the direction of the youth startup movement and youth innovative business.

As a result, it turned out that 54.1% of respondents expressed an unequivocal desire to open their own business; moreover, 31.7% of respondents still doubt their decision.Respondents chose mainly various types of services as the main types of activities that correspond to the business planned to open, including: services to the population – 32.4%, information technology – 20.5%, catering – 17.6%, real estate – 16.2%, construction – 12.9% (Figure 3).

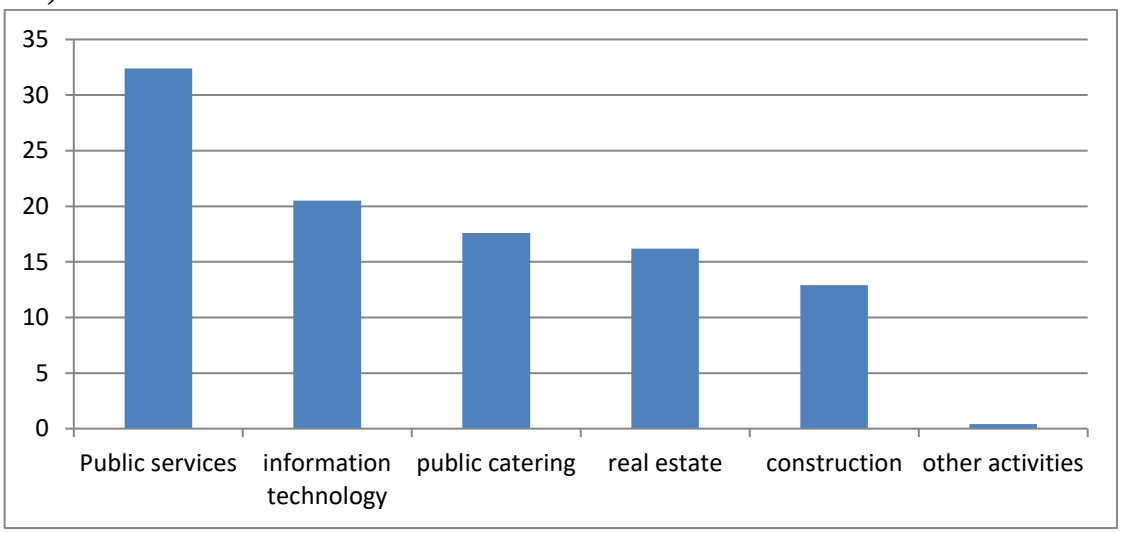

Figure 3. The most popular activities among young people when organizing their own business, %

The data obtained indicate the priority of small businesses and startups on public services, which is determined by their scale of activity. The digital transformation of the branches of the socio-economic system is due to the desire and ideas of young people in the field of information technology. This is also indicated by the results of other studies (Chinoracký and Čorejová, 2019; Higher education and labor market, 2021; The labor market, 2021). In addition, the need for communication, reducing the monotony of the work of employees of firms, and spending time together determines the high demand for services in the field of public catering.

Based on the respondents' answers, the main types of goods (services) that the business planned to open will specialize in are identified (Figure 4).

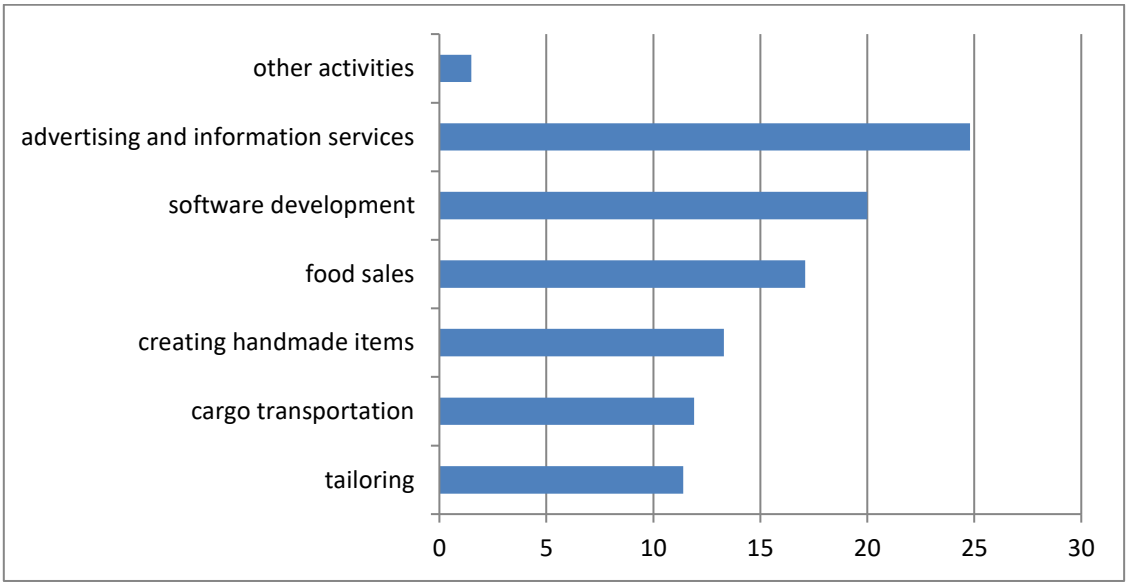

Figure 4. The most common types of goods (services) in the organization of the planned business, %

Figure 4 shows that at least two areas of activity can be attributed to innovation: advertising and information services – 24.8%, software development – 20%.

It was revealed that for the majority of respondents (63.9%), the specifics of the planned business corresponds to the specialty received at universities, which indicates the predisposition of the youth of the Russian Federation and the Republic of Belarus to self-realization, creativity, and the introduction of their own ideas into practical spheres. Accordingly, it is necessary to adapt educational programs in universities and colleges as much as possible to the needs of both future entrepreneurs and the needs of the regions, according to the scarcest specialties, the development of the most popular types of professional and socio-personal competencies.

Thus, based on the calculations obtained (based on the results of the respondents' assessment, the respondents' assessment of the problematic issues presented in educational institutions in the direction of business competence development was obtained (Figure 5). In other words, based on a survey of respondents about the most common problematic issues that "slow down" the development of the startup movement at universities and the development of business competencies among young people in general, a ranking diagram is presented (Figure 5).

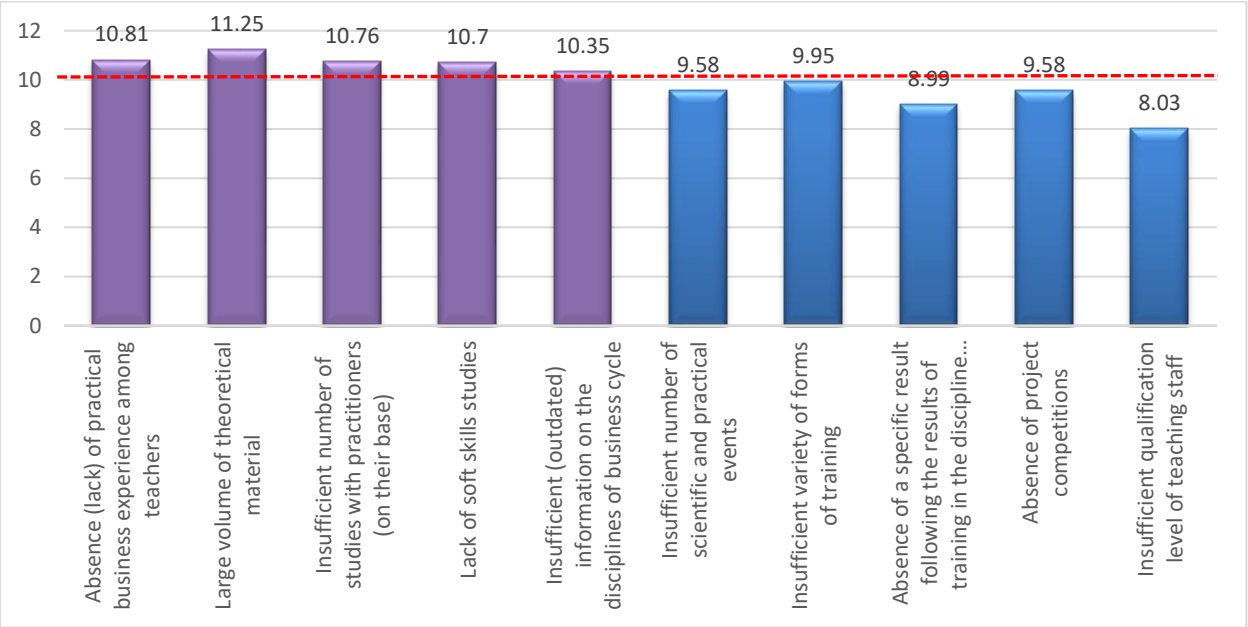

Figure 5. Problematic issues in educational institutions in the direction of developing business competencies among young people, %

Note: the red line is the average value for the series = 10.0

The respondents identified the following characteristics as possible competitive advantages of the planned business: originality (novelty) and quality of processes (technological and business processes), which indicates that young people understand the need and importance of innovative products (goods, services, works) for partners (users, buyers, clients).

Based on the respondents' answers and using the ranking of equity indicators, the main incentives for young people to start their own business were identified (Figure 6).

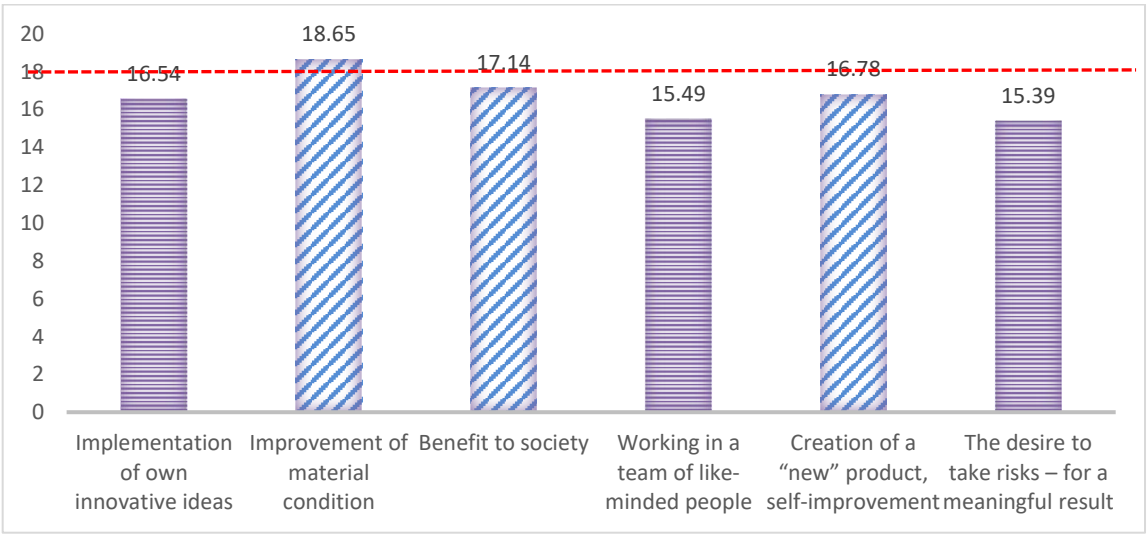

Figure 6. Main incentives for starting your own business, %

Note: the red line is the average value for the row = 16.67

A very important aspect is taking into account the social significance of respondents in the planned business ideas (basically the answer is "benefit to society").

Based on the respondents' answers, the main barriers to starting a business were identified, among which the most common are the lack of financing and lack of sources of financing for business ideas, lack of business experience and lack of potential investors (Figure 7).

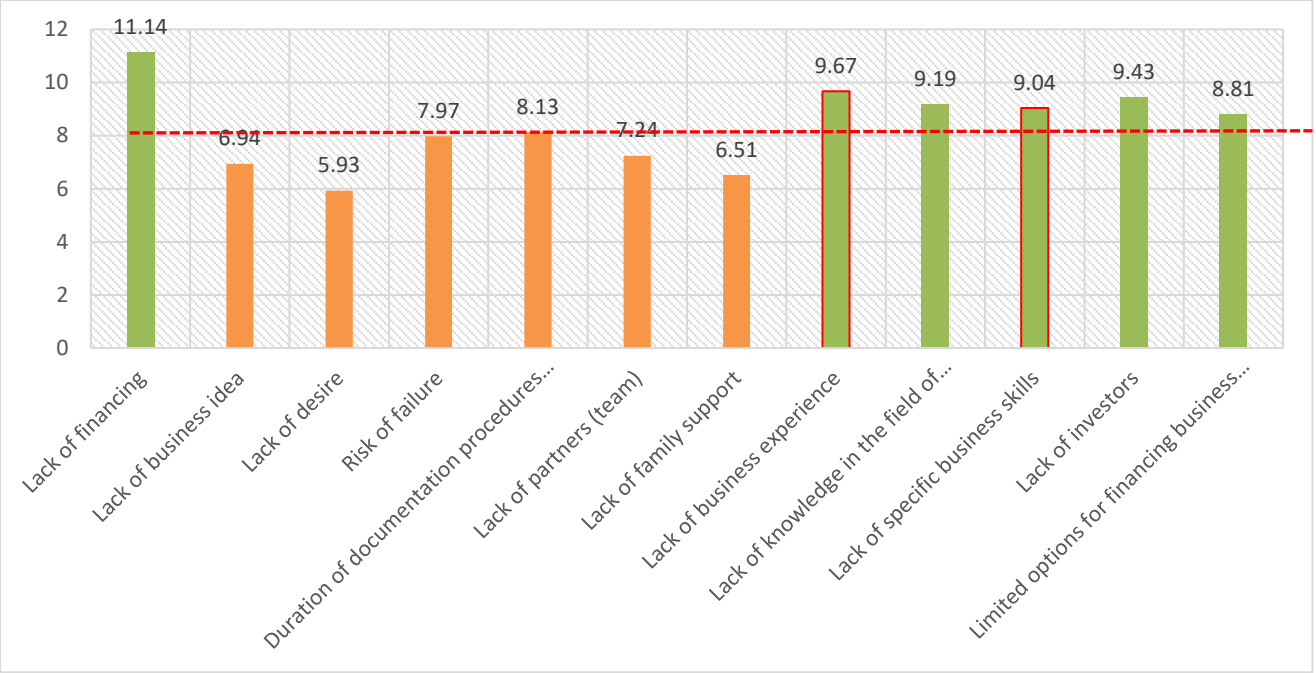

Figure 7. The most common barriers to starting your own business, %
Note: the red line is the average value for the series = 8.33

By conducting a correlation analysis on the factors of influence on the effectiveness of the development of youth entrepreneurship, on the basis of the statistical base obtained from respondents, separate dependencies on motivators, defectors were identified (Table 2).

Table 2. Matrix of coefficients of correlation dependence of the level of effectiveness of youth entrepreneurship development on a group of factors, compiled by the authors

Correlation coefficient:		**Data meaning**
Youth activism in generating innovative ideas	Insufficient number of conducted training and other soft-skills development classes	–0.907
The process of creating an innovative product		–0.881
Implementation of youth entrepreneurial initiatives	Insufficient volume of new (relevant) information within the framework of the discipline	–0.841
Lack (limitation) of specific business skills		0.923

The absence of a specific result based on the results of training within a separate academic discipline (project)	Insufficient number of competitions of youth business initiatives	0.987
	Absence of like-minded people (teams)	0.950
Insufficient level of qualification of teachers	Lack of ideas for the implementation of innovative projects (initiatives)	0.995
	Lack of desire to generate innovative ideas	0.956
Implementation of own innovative ideas	Benefit for society	0.974
	Creating a new product, improving processes	0.971
Creating a new product, improving processes, continuous development	Improvement of the material condition	0.954

Based on the results obtained, it was considered necessary to propose directions for the activation of innovative youth entrepreneurship, which include both financial and economic and organizational and managerial tools (Figure 8).

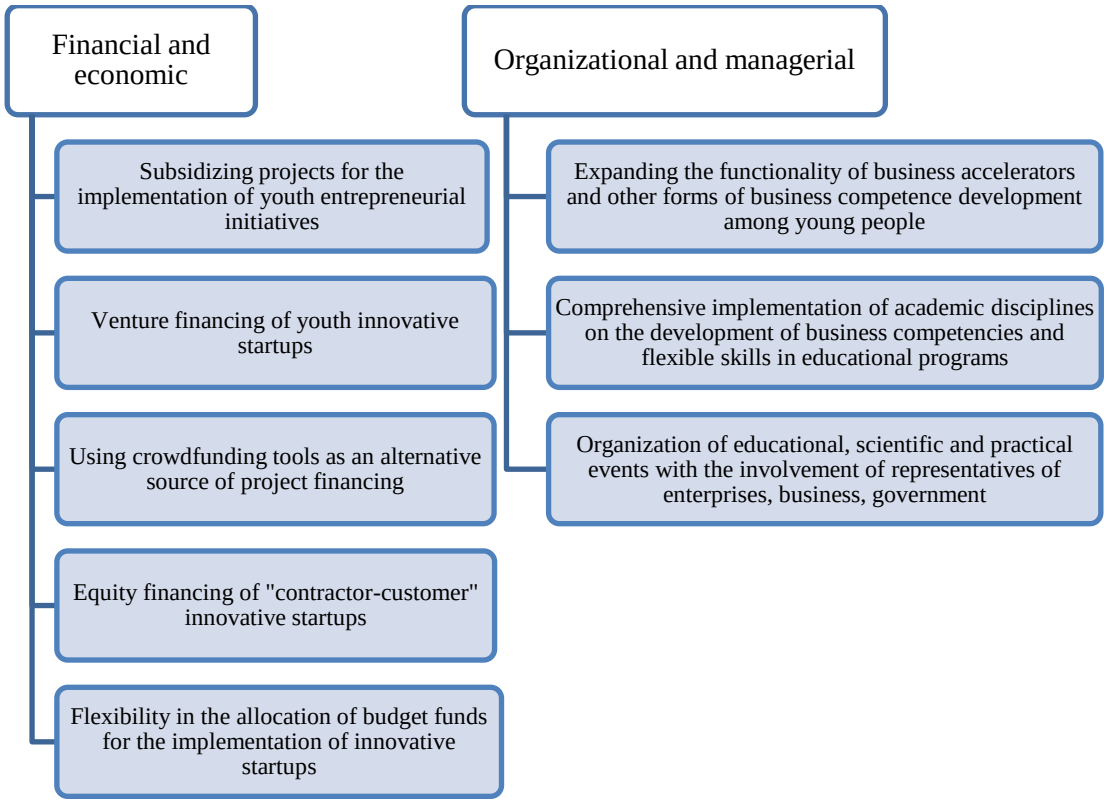

Figure 8. Directions of activation of innovative youth entrepreneurship, compiled by the authors

As directions of activation of innovative youth entrepreneurship, we consider it necessary to propose the use of the following main tools:

- *1. "Flexible" educational programs.* Introduce academic disciplines into the educational programs of specialties at universities/colleges that allow leveling the missing knowledge for young people in the field of entrepreneurship. The academic disciplines can be "Fundamentals of Entrepreneurship", "Startup Design", "Project Management", "Business planning of entrepreneurship", "Creative Management", etc.
- *2. Expanding the range of financing tools for startup projects.*

a. 2.1. To involve practitioners from the real sector of the economy, business representatives (mentors) to present practical examples, to teach young people based on their own experience. Part-time work, work based on business contracts, guest lectures, binary classes, mentoring sessions, design and analytical platforms, etc. can be used as forms of attraction.

b. 2.2. To solve the problematic issue related to the lack of financial resources, a system of internal grants (universities and colleges for launching student startups, from public or private organizations), venture financing, separate areas of financing innovative youth startup projects in local and republican budgets on favorable terms can be used as an alternative option for financing youth initiatives, crowd-funding algorithms.

- *3. Development of the communication network "science – practice".*To introduce the practice of testing the results obtained in the process of scientific and innovative activities on the basis of technology transfer centers, science and technology parks, and incubators.

The implementation of the proposed financial, economic, organizational and managerial measures to activate innovative youth entrepreneurship will allow us to obtain the following results:

– To develop cooperation between scientific, educational organizations, business structures, authorities, public organizations, providing a logical and structural approach to creating a high-quality innovative product based on the implementation of the principle of phasing within the life cycle of innovation generation;

– To ensure the growth of the production of innovative products (services), taking into account regional specifics, innovative, intellectual potentials, resource base, infrastructure;

– To strengthen the social significance of the implemented business projects, focusing on solving existing problematic issues in the social sphere, to ensure a high level of employment, primarily for young people for the development of the socio-economic system of the region, the country.

Conclusion

The authors examined the evolution of concepts and practices of the development of innovative youth entrepreneurship (on the example of Russia and Belarus), as well as the role of youth business in the development of the market of research services in the Russian Federation and the Republic of Belarus.

There is a special need to study the issues of innovative youth entrepreneurship, since youth has such characteristics as: initiative, ambition, creativity, adaptability and the ability to take risks, then it, being the locomotive, determines the active development of the R&D services market. Moreover, the use of scientific, technical, innovative potential of young people

makes it possible to solve socio-economic problems of regions and countries more effectively. At the same time, a whole complex of problems is inherent in modern youth entrepreneurship, due not only to the personal characteristics of young people (lack of experience, uncertainty, fears, etc.), but also lack of funding, insufficient state support for startup programs, etc.

At the same time, the literature available to us does not demonstrate the existence of unified theoretical and methodological approaches either to the definition of the concept of "innovative youth entrepreneurship", nor to its legislative formalization, nor to the assessment of its economic results.

To assess the state of existing problematic issues in the modern system of training future specialists (higher education) and identify trends in the development of innovative entrepreneurship among young people in Russia and Belarus, an online survey was conducted. As a result, it turned out that 54.1% of respondents expressed an unequivocal desire to open their own business; moreover, 31.7% of respondents still doubt their decision. Respondents chose mainly various types of services (including information technology – 20.5%) as the main types of activities that correspond to the business planned to open.

The authors proposed directions for the activation of innovative youth entrepreneurship, which include both financial and economic and organizational and managerial tools. The implementation of the proposed financial, economic, organizational and managerial measures to activate innovative youth entrepreneurship will allow - to develop cooperation between scientific, educational organizations, business structures, authorities and public organizations, as well as – to ensure the growth of production of innovative products (services) and strengthen the social significance of the implemented business projects.

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