

Digital Economy as a priority direction for the development of modern innovative entrepreneurship in Russia

La economía digital como una prioridad para el desarrollo del emprendimiento innovador moderno en Rusia

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Received: 20/04/2018 • Approved: 30/05/2018

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ABSTRACT:

The article formulates conceptual provisions that reveal the strategy of the digital economy, focused on the growth of modern innovative entrepreneurship in Russia, linking all directions of its development, which, ultimately, due to more flexible management of production processes, will lead to the production of new services and goods; The role of collaborative cooperation in the integration of science, education, business, government (federal, republican and municipal), as a factor of innovation growth, concentration of production and collaborative structures such as innovative clusters that contribute to the creation and application of digital technologies, the digital platform, the new technological basis for overcoming turbulence in the modern Russian economy and solving the problems of growth of innovative entrepreneurship in the conditions of global competition; the developed mechanism for the implementation of the digital economy as a priority for the development of modern innovative entrepreneurship in Russia creates a new basis for solving practical problems, offering and stimulating active participation in shaping the prestige of domestic business and the state as a whole.

Keywords: digital economy, digital technologies, collaborative cooperation, innovation, competitive

RESUMEN:

El artículo formula disposiciones conceptuales que revelan la estrategia de la economía digital, centrada en el crecimiento del emprendimiento innovador moderno en Rusia, que vincula todas las direcciones de su desarrollo, lo que, en última instancia, debido a una gestión más flexible de los procesos de producción, conducirá a la producción de nuevos servicios y bienes; El papel de la cooperación colaborativa en la integración de la ciencia, la educación, las empresas, el gobierno (federal, republicano y municipal), como factor de crecimiento de la innovación, concentración de la producción y estructuras colaborativas, como los clusters innovadores que contribuyen a la creación y aplicación de medios digitales. tecnologías, la plataforma digital, las nuevas bases tecnológicas para superar la turbulencia en la economía rusa moderna y resolver los problemas de crecimiento del emprendimiento innovador en las condiciones de la competencia global; El mecanismo desarrollado para la implementación de la economía digital como una prioridad para el desarrollo del emprendimiento innovador moderno en Rusia crea una nueva base para resolver problemas prácticos, ofreciendo y estimulando la participación activa en la configuración del prestigio de las empresas nacionales y el estado

1. Introduction

It should be recognized that the modern market economy is developing into the digital economy, and this is normal. Technology is changing. Digital technologies are mobile phones, the Internet and all other means of collecting, storing, analyzing information and exchanging it in digital form. They become the starting material for the adoption of various strategic decisions, for example, with respect to the growth of innovative products, increasing effective demand for goods and services, expanding international economic ties and attracting foreign capital, improving management efficiency and, ultimately, opening the economy to growth digital space.

In modern conditions, the economy is included in the processes of globalization with various forms of international integration and cooperation, when markets become more transparent. Consequently, it is reduced from abroad to markets for small and medium-sized businesses. Large corporations discard inefficient links, increasing their profitability. In principle, the potential of mutually supportive international integration creates new opportunities for the growth of Russian enterprises - to the extent that they are included in new digital technologies.

There are not only positive moments there, but also certain risks. Leading enterprises (at the level of a single country) and the leading countries benefit from the development of high technology. Developed countries (at the level of the world community). In other words, the countries that control the process of creating new digital technologies today will control the markets where the products created with their use are sold tomorrow. A consequence of this may be their probable dominance in major world markets and the ousting of more backward countries, including Russia.

In this case, the active implementation of information (digital) technologies (IT) is of great importance for Russia, in terms of the level of use of which Russia lags behind the developed countries. A modern map of world development can be delimited on the basis of technological development. According to this criterion, Russia is referred to such countries that lag behind developed countries not only in developing new technological innovations, but also in perceiving foreign discoveries. Against the backdrop of the growth of high technologies of the developed countries, the low efficiency of the Russian high-tech sector is observed. The question arises: "Will Russia become a high-tech country?" Of course, I would like to answer this question in the affirmative. At the same time, the upcoming digital transformation of entrepreneurship and the plunge of all economic entities into the digital space bear Russia both opportunities and risks. President of Russia Putin V.V. in his Address to the Federal Assembly on December 1, 2016 proposed "... to launch a large-scale system program for the development of the economy of a new technological generation, the so-called digital economy. In its implementation ... rely on Russian companies, scientific, research and engineering centers of the country " (Putin, 2016). On the one hand, it will ensure digital sovereignty of the country, and on the other hand it will allow using digital assets as an operational information base for modeling modern economic processes.

2. Theoretical analysis

2.1. Digital economy in the system of modern entrepreneurship

Initial in the concept of the digital economy is the entrepreneurial activity, in which the key factor in production is data in digital form, and contributes to the formation of an information space, taking into account the needs of citizens and society in obtaining quality

and reliable information, the development of information infrastructure, the creation and application of Russian information and telecommunication technologies, as well as the formation of a new technological basis for the social and economic sphere. Among the promising paradigms of research into the processes of the emerging digital economy in general and electronic money as one of its components in particular is the "appearance, consolidation and diffusion of new entrepreneurship" (Digital Economy of the Russian Federation, 2017).

The most common definition positions the digital (electronic) economy as an economy, the subjects of which widely use digital (electronic) technologies. Sometimes the digital economy refers to a part of the economy associated with a group of industries that produce or use as a service electronic technology (ICT sector) (Harlamova, 2013). It is also possible to find the definition of electronic economy as part of the economy using the Internet as an environment for promoting services - this economy is sometimes called the Internet economy. Digital or electronic technologies relate primarily to communications, and therefore the electronic or digital economy can be considered an economy in which communications between enterprises, organizations, authorities and citizens are carried out primarily in electronic form.

With such a definition of the decision of a digital economy, the Internet economy will be only a particular case, when communications cover relationships with customers. It is also easy to see that ICT is the industry that produces electronic technologies, which makes the economy digital. It is possible to strengthen the above definition, adding to it the requirements for using of electronic communications, not only between economic entities, but also within entities: enterprises, organizations and government bodies. The special role of digital (electronic) communications in the interaction of enterprises, organizations, citizens and authorities is precisely what makes the distinctive features of the electronic economy (Apokin, et al., 2015). Digitalization of communications leads to a corresponding acceleration in the exchange of information, on the one hand, and with the expansion of the cross-border of such communications - with another. We can say that the digital economy, by its nature, becomes more mobile and more global. It is these features and the definition of the main characteristics of e-business: a broad and more individualized range of goods and services

- increase and globalization of competition through the cross-border of digital technologies;
- growth of information services (finance, telecommunications, social networks, advertising, media), which, from the category of related services, are transferred to services vital for the individual;
- increase socialization of the population through the using of a variety of networked social services (social networks, blogs, messengers, etc.);
- increasing the share of self-service in the economy (Internet banking, online shops, consulting bots, video surveillance, electronic bookings of hotels, tickets, etc.);
- increase transparency in the management of economic entities and authorities (due to unique opportunities for processing digital information - contextual search, analysis of large data, etc.).

In addition to digitalization, the process of automation, robotization and introduction of network technologies in business is currently under way (Apokin, et al., 2015). This trend, called the transition to Industry 4.0, includes IoT (Internet of things) technologies - when multiple devices incorporate remote control technologies for manipulators, unmanned objects. The transition to digitalization of entrepreneurship significantly increases not only opportunities, but also threats to Russia related to the digital economy: the conquest of the market by Western companies, the complication of market control, information wars and manipulation, information leakage, increased fraud and deceit, and protest moods (Makasheva, 2012).

However, this digitalization of entrepreneurship can lead to additional investments from a large foreign business - the main thing is that such investments should be directed to the organization of scientific developments and research in Russia. In CE, information technology (IT) provides new, ultra-fast tools that allow you to efficiently conduct business processes, optimize resource costs, create and store records and simplify daily tasks, turning them into a simple, inexpensive process that does not require significant human effort. At

the same time, CE increases the quality of the workforce; increase of innovations, increase of competitiveness of managing subjects; increase in income and effective demand for goods and services; expansion of international economic relations and attraction of foreign capital; improving management effectiveness, both at macro and micro levels and, ultimately, ensuring openness of the economy through the growth of an integrated information space. "The general feeling that fundamentally new ideas and approaches should appear" (Arlashkina, et al., 2008) to the formation of entrepreneurship of the XXI century.

The definition of the value of digital entrepreneurship remains an unresolved problem and requires the establishment of the value of a unit of information that embodies the universal equivalent (Meshkova and Moiseichev 2016, p. 18). At present, there are objective conditions that hinder the solution of this problem. On the one hand, the information market as an object of sale is just emerging (Milner and Orlova 2013). For the time being, one can only talk about the appearance of separate segments of such a market, where specific information is sold and bought, designed to meet strictly defined consumer needs and unsuitable for use as a universal equivalent (Pryanichnikov 2012, p. 12). On the other hand, the practice of using digital money units has not yet received such a spread that would allow them to be viewed not as a surrogate of money but as an independent form of money, and to collect the necessary and sufficient empirical material (Emelyanov 2012). Judging the value of digital money today can only be based on the dynamics of prices for them as a financial product. In this case, digital money acts as an object of purchase and sale in the financial market, the value of which is established due to another universal equivalent.

2.2. Dividends of digital innovative entrepreneurship

One of the dividends of digital innovative entrepreneurship is the decrease in the cost of transactions as a result of the increased rate of pooling of resources that occurs after mergers and acquisitions (M & A). It's incredible to believe that the value of the transaction is extremely small. This increases the dividends of digital innovative entrepreneurship, which are spent on investments that contribute, ultimately, to the growth of innovations, which significantly increases the efficiency of existing activities. The main idea of managing the process of creating value is that the company's managers must constantly assess the market value of the enterprise, which depends on a number of factors, in particular: profitability, demand for products on the market, the state of production equipment, availability of know-how, staff qualifications, and choice of information space strategy. All managerial decisions when choosing a strategy for digital innovative entrepreneurship should be aimed at achieving its main goal - to increase access to the Internet, to more accurately overcome digital inequality in terms of reproduction of property and the possibility of risk manifestation, testifies to the frequent failures of information and communication technologies (ICT) projects. Moreover, the activities of economic entities with zero transaction costs contribute to the growth of integration, which increases access to previously inaccessible services. In many ways, innovative territorial clusters (ITCs) contribute to this.

Digitalization of entrepreneurial activity is a new form of ensuring the competitiveness of the economy over a long period of time. To resist the onslaught of competitors is possible only as a result of its openness, since a transparent economy is more stable. The concept of research of digital business activity is reduced to the following algorithm.

In order to digitize business activities, it is necessary to develop information technologies (IT) that are adequate to the specific conditions of economic development. The end result of digitalized innovative entrepreneurship is the result of "end-to-end digitalization and the integration of horizontal and vertical value chains, from product development to production, logistics and maintenance" (Apokin, et al., 2015).

Moreover, there is a digitalization of products and services involving both their producers and consumers (this is the so-called customization of production, which means the possibility of individualizing a mass product to the orders of a specific consumer by adjusting it at the final stages of the production chain). Ultimately, new digital business models are being

formed, or digital innovative entrepreneurship.

The main task of digital innovative entrepreneurship as a management system is to determine the flow of transmission (exchange), the size of which the counterparties must take a joint decision. The idea of economic equilibrium is the equilibrium of supply and demand. But each of the agents offers his plan for the magnitude of the flow of demand or supply. It depends on the values of special information variables (prices, quantity, inflation, interest, exchange rates), whose values bring the agent information about the state of the entire system. The plans permitted by the existing economic relations are described by institutional (contractual) ties containing rigid information variables. Especially the relationship between the values of money and the good at a given price. The rationale for the mechanism of digital innovative entrepreneurship is the process of removing restrictions within the limits of acceptable costs or ensuring a balance within the reproduction process as a whole. The modern economy can not be viewed from the perspective of an increase in the scale of production, which ensures an increase in profits. It has an institutional approach that focuses on the evolution of the rules of business behavior, i.e. institutions (institutes) that contribute to improving the efficiency of business management and, accordingly, the growth of profits without additional costs. He focuses on reducing average costs by reducing the cost of market transactions in concluding contracts for the production and sale of the product as a result of their movement from the market system to the sphere of the company's functioning and, thus, maximizes profit. Institutional approach is realized on the basis of information space analysis.

3. Results

3.1. The influence of digital technologies on the growth of innovation entrepreneurship

The emergence of a new digital space in innovative entrepreneurship creates and opens up access to a substantial body of data to numerous participants in the global economic space. Formed "big data", along with technologies, become one of the leading assets of the state, business and civil society. Moreover, the development of national programs for the development of the new generation economy is underway, including issues of the development and introduction of high technologies, the analysis of "large data" and forecasting, the introduction of new management methods. The task of strategic importance is not only achievements in the context of the socio-economic well-being of states, but also as a condition for maintaining sovereignty against the backdrop of globalization and implementing programs of digital innovative entrepreneurship by other participants in the world market.

In Russia it was proposed "to launch a large-scale system program for the development of the economy of the new technological generation, in the implementation of which it is necessary to" rely on Russian companies, scientific, research and engineering centers of the country " (Milner and Orlova 2013). As in the economics of the new way, electronic technologies and services become key factors of economic activity, as well as digitally presented, voluminous, multisectoral information, processing and analysis of which allows, in comparison with traditional forms of management, to significantly improve efficiency and quality in the process of entrepreneurship and consumption goods, works and services, as well as in management procedures, the competitive advantage is enjoyed by those states whose economy is based on the most correlated electronic technologies and services, including "large data" analysis technologies and forecasting technologies.

All of the above properties of digital platforms can help to solve pressing social and global problems, simplifying the communication between science and business. the state and civil society, increasing productivity, creating new opportunities for entrepreneurship and work, obtaining education and constantly increasing and expanding professional qualifications, allowing to take into account the special needs of socially unprotected groups, creating new opportunities for socially significant scientific research and mitigating the risks of climate change, shortages of drinking water and food, energy shortages, etc. The digital economy is

thus an important lever economic development, offering innovative solutions to global problems, increasing the efficiency of administrative decisions and promoting active business and civil society participation in shaping the country's economic well-being.

As a fragment of the systemic output from uncertainty, the following can be suggested.

First: on the basis of the fundamental classical economic theory, it is necessary to restore the reproductive chain, where the production of means of production must become the leading one. . This does not mean a decrease in the role of other phases of reproduction, but the primary role is played by production, or the so-called real sector of the economy.

The second. The predominance of monetarist methods in the Russian economy has shown its inefficiency. This is a strangulation of the Russian economy. Namely, the introduction of monetarism into economic policy led to a sharp drop in material production, a terrifying decline in household incomes, and, correspondingly, a reduction in domestic consumer demand.

Third: if we have great natural resources, we need to develop and implement a strategy of resource competitive advantages. This means an immediate transition to deep processing of oil, gas and other resources. We urgently need to get away from the definition imposed on us that "Russia is a gas station." This alone requires that all the people's forces be raised, otherwise. Not only that processing will help reduce domestic prices and reduce costs for domestic producers. As is known, the factors that contribute to the growth of the competitiveness of domestic production will spill from processing.

Fourth. The most important is through the building of technological chains and diversified ties to recreate and develop the "strategic style" in the economic policy of industrial enterprises and firms. This requires taking into account the processes and the associated changes, which means a gradual or step-by-step process of moving the organization to a new level using existing ideas and concepts. An important role in this process is given to innovations, i.e. the process of developing new ideas and concepts and applying them in the context of this organization. If traditionally the strategic change was previously seen as a large-scale one-time systemic change, as a continuous evolutionary process in which one strategic change creates the need for other changes. But in cases of instability and survival it is desirable to pre-form a new portfolio of strategic programs, carry out gradual changes in the activities of organizations, have an integrated information technology of strategic choice that will ensure the organization's leadership in the future. The development of an integrated information technology that meets the requirements of the "strategic style" in the economic policies of enterprises and firms requires the consideration of rapid changes occurring in the external environment, timely and accurate adjustment of the goals, objectives and directions of strategic development. In these conditions, it is especially important to have a method and tool for forming a "portfolio of tasks" included in the "goal tree" of strategic management. The requirements for holistic information technology relate to all phases and stages of its development: the formation of goals, a list of tasks necessary to achieve the goals, the requirements for increasing innovation.

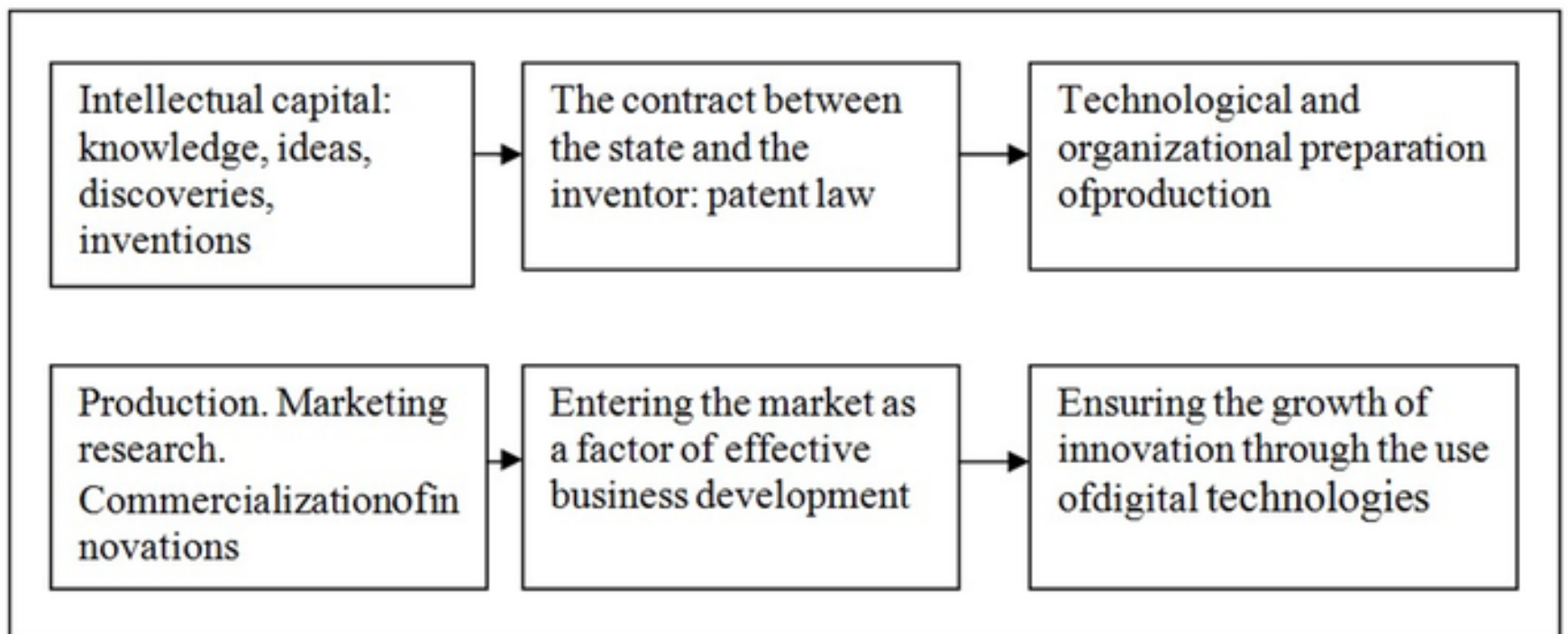
3.2. Cluster (Collaborative) nature of the formation of digital innovative entrepreneurship

It is advisable to assert that the construction of ITK promotes the growth of digital innovative entrepreneurship (Nosova, et al., 2017, p. 119). After all, the main task of the collaboration ("work together") is "in overcoming innovation gaps, that is, it is about establishing internal interaction in the cluster (business science / education-authorities) and in the sphere of the cluster's relations with the external environment (cluster-global market)". Cluster (collaborative) nature of the formation of digital innovative entrepreneurship is a network of firms and related organizations that enter into interactive cooperation at various stages of the value chain. In this regard, digital innovative entrepreneurship can be seen as a factor in the growth of the digital platform. Digital platforms set new professional standards, develop competition and form dynamic ratings of participants in collaborative entrepreneurship. In addition to this analysis, emphasis should

be placed on the role of high technologies, in particular nanotechnology, in modernizing digital innovative entrepreneurship (Nosova 2017, p. 223).

The achievement of goals in the development of innovative entrepreneurship and its entry into the world economic space increases the role and functional significance of intellectual resources in its activities. Intellectual capital tends to grow only when such elements as "information and knowledge" are generated that generate a chain reaction in entrepreneurial activity and ensure the growth of its innovativeness. Fig.1

Figure 1
Conceptual approaches to the analysis of the chain reaction in innovative entrepreneurial activity



The goal of the state policy in the field of industrial production is the development of Russian high-tech production that meets the requirements of the Russian market with competitive products and the achievement of the leading positions in the world sales markets in the field of high technologies.

4. Conclusion

1. If we state what the novelty of the "digital economy" is, then it consists, first, in the achievement of new technologies, entrepreneurship and consumption formats; secondly, in the possibility of drastically reducing the cost of production and transaction costs, and thirdly, in the emergence of new management models. But perhaps the main thing is that the speed, memory and consolidation of information and computing systems allow to "digitize" almost everything in this world and, as a consequence, give the technological opportunity to purposefully and experimentally manage socio-economic processes by processing "large data", to design not only any products, but also, perhaps, the perception of the future life of mankind. "Unmanned systems", of course, are capable of taking on many useful life support functions. Even more able to take over the system of artificial.

2. The digital economy is rapidly changing the face of modern business. It opens access to a substantial body of data to numerous participants in the world economy. The strategy of digitalization of the economy contributes to the expansion of the scale of production and exchange, the growth of the market value of enterprises, the more efficient use of means of production and labor, both in the sphere of material production and the sphere of services, and, most importantly, increasing competition and changing the prevailing style of economic management. Digital dividends of the modern economy consist in the fastest provision of the economy with new information services.

3. In general, the identified mechanism for the implementation of the digital economy creates a new basis for overcoming the uncertainty in the development of the Russian economy for the future, in particular, increasing the competitiveness of its economy through more active innovative entrepreneurship.

4. Directions of further research are seen in the continuation of the study of the specifics of digital entrepreneurship, both on the scale of national economies and in the global economic space. Particular attention should be paid to the problem of searching for and establishing quantitative parameters that would allow measuring the volumes of digital entrepreneurship.

Acknowledgement

This work is supported by the Competitiveness Growth Program of NRNU MEPhI (contract No. 02.a03.21.0005, 27.08.2013).

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