

СЕКЦІЯ 4. ПСИХОЛОГІЧНІ АСПЕКТИ РОЗВИТКУ ДЕРЖАВИ, РЕГІОНІВ, ПІДПРИЄМСТВ ТА БІЗНЕСУ

UDC 338

MATSKEVICH L.I.

*Ph. D. in Economics, associate Professor, Institute of Entrepreneurship,
Minsk, Belarus*

MOISEENOK O.V.

M. E., senior lecturer, Institute of Entrepreneurship, Minsk, Belarus

REGIONAL STRUCTURE OF SMALL AND MEDIUM BUSINESS IN THE REPUBLIC OF BELARUS

Entrepreneurial activity has been and remains attractive for many people, because it is associated with economic freedom, the ability to make business decisions independently and choose any form and sphere of economic activity. The development of small and medium-sized enterprises (SMEs) is currently one of the priorities of economic development of the Republic of Belarus. At the same time, the share of small and medium – sized enterprises is significantly lower than in developed European countries, and is about 28.8% of GDP, while the average for the European Union countries is more than 50% of GDP.

In the sector of small and medium-sized businesses, the trend of outstripping growth in the number of microorganisms has remained in recent years. Thus, at the end of 2018, the number of microorganisms increased by 1.7%, the number of small organizations decreased by 2.9%, the number of medium-sized organizations decreased by 0.4%. In order to identify the level of differentiation of socio-economic development of regions consider the basic conditions of their formation.

Each region has distinctive features that determine the reproduction and use of labor resources. First of all, it is the level of socio-economic development, the structure of the economy, infrastructure features of the territory, as well as the nature of the manifestation of demographic processes. The characteristics of SME development vary significantly between regions. In some, the development of small companies is a priority, and there are those where the economic potential is fully concentrated in large companies and the public sector. Almost 50% of SME organizations and more than 45% of SP are concentrated in Minsk and Minsk region. While each of the remaining five areas accounts for 8.5-13% of organizations and from 9 to 13.5% of SP.

This inequality is associated with many factors, including both objective and subjective, including demographic, as noted earlier, education, mentality, as well as the level of work of local authorities. The situation analysis of small and medium-sized businesses testifies to the disproportion and unevenness of its development in the regions of the country. Significant differences at the regional level are due to the structure of the economy, the prevalence of certain economic activities, specialization and concentration of production in the intra-Republican division of labor.

In this regard, a unified approach to assessing its effectiveness does not give a complete picture of the effectiveness of the business. We believe that the main

criterion should be the state of the sphere of small and medium-sized businesses in the region and the potential for its development. Based on the data presented, three variables were selected, characterizing respectively the level, dynamics and potential of the SME sector:

- entrepreneurial activity-the ratio of the number of small and medium-sized enterprises to the number of economically active population;
- SME sector growth - the ratio of revenues of small and medium-sized enterprises to the previous period, %;
- growth potential of the SME sector - the ratio of investment to revenue in the sector of small and medium enterprises,%.

As a result of the research (cluster analysis), we have attempted to form the following groups of regions.

1. Established growing entrepreneurial regions.

The regions with the highest entrepreneurial activity, as well as high rates and growth potential of this sector, namely, categorized cities and large industrialized regional centers, are presented.

2. Fast-growing entrepreneurial regions with high levels of investment. These include FEZ, industrial Park «Great stone», satellite cities and historical population centers.

3. Entrepreneurial regions with low growth dynamics. These are mainly regions with weak growth potential, low level of industrial production and economically active population. These regions have weak growth potential and a high need for investment.

4. Regions with the lowest level of SME development and growth rates, where there is a high need for state support.

These are mainly regions with a significant predominance of rural population. Entrepreneurship in them is mainly represented by farms, handicraft activities and certain types of services, personal subsidiary farms. Most people here become entrepreneurs involuntarily, due to the lack of other sources of employment and income. It should be noted that in the system of factors aimed at further formation of favorable conditions for the development of small and medium-sized businesses in the country, an important role is assigned to state authorities at the regional (local) level. A differentiated approach to assessing the state and prospects of business development in the regions will focus efforts to support entrepreneurial activity and ensure their dynamic development.

References:

1. Statistical collection «Small and medium-sized enterprises in the Republic of Belarus», - Mn. - 2019. - p. 16.
2. [Electronic resource] <http://ced.by/ru/publication/opinions/shownews/poczemu-slozhilas-takaja-struktura-msp>-accessed 30.09.2019.
3. Craft activity // Ministry of economy of the Republic of Belarus [electronic resource]/ - 2019. – mode of access: <http://www.economy.gov.by/ru/remeslo-ru> – date of access: 26.09.2019
4. A. E. Lampert Monitoring and evaluation of the effectiveness of sustainable development strategies at the local level: information manual / A. E. Lampert.- Minsk: IVC Ministry of Finance, 2018. - p. 48.