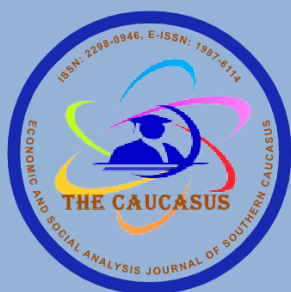


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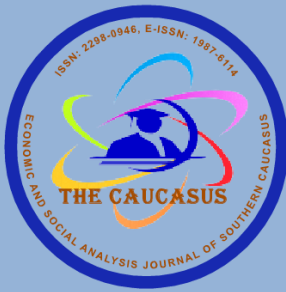
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Civilization, in contrast to countries there is usually a long time - usually more than millennium.



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TABLE OF CONTENTS

Olena Chernyavska, Olena Gorbunova STRATEGIC DIRECTIONS OF STATE POLICY OF PENSIONS IN UKRAINE UNDER THE NEW CONDITIONS OF THE MODERN WORLD	04
Grigory G. Levkin, Oleg A. Nikiforov SMALL BUSINESS IN RUSSIA AND ABROAD: A COMPARATIVE STUDY BASED ON ACADEMIC LITERATURE	09
Egor S. Khoruzhenko, Sergey. M. Mochalin, Grigory G. Levkin OPTIMIZATION OF LOGISTICS COSTS AT DIRECT SUPPLY CHAIN WITH AUTOMOBILE DISPATCHES.....	17
Sergey Mochalin, Lyudmila Tyukina, Valeria Milyaeva, Grigory Levkin ORGANIZATION OF TRANSPORT LOGISTICS BASED ON THE CONCEPTS OF JIT AND JIS	21
Мирослав Кушнірук ФОРМУВАННЯ КУЛЬТУРИ ПРОФЕСІЙНОЇ ДІЯЛЬНОСТІ УЧНІВ ЯК ОДИН З ОСНОВНИХ ПРІОРИТЕТІВ РОЗВИТКУ ТА РЕФОРМУВАННЯ ПРОФЕСІЙНО-ТЕХНІЧНОЇ ОСВІТИ.....	28
Ірина Мазярко МЕХАНІЗМИ ТА ІНСТРУМЕНТИ РЕАЛІЗАЦІЇ ДЕРЖАВНОЇ ПОЛІТИКИ РОЗВИТКУ СОЦІАЛЬНОГО ДІАЛОГУ У РОЗДРІБНІЙ ТОРГІВЛІ.....	32
Наталія Мариненко ОЦІНЮВАННЯ ЕФЕКТИВНОСТІ КОНЦЕПЦІЇ УПРАВЛІННЯ АДАПТИВНИМ РОЗВИТКОМ ПІДПРИЄМСТВА В СКЛАДІ ВИРОБНИЧО-ГОСПОДАРСЬКОЇ СТРУКТУРИ.....	38
Татьяна Скрыбина, Анна Цуканова ПРИМЕНЕНИЕ РАЗНОПЛАНОВЫХ ПРОЕКТОВ НА УРОКАХ ИСТОРИИ В СТАРШЕЙ ШКОЛЕ	44
Оксана Усатенко, Татьяна Некрут ИТОГИ ПРОВЕДЕНИЯ НАУЧНО-МЕТОДИЧЕСКОГО СЕМИНАРА «ТЕОРИЯ И ПРАКТИКА ПСИХОКОРРЕКЦИИ ЛИЧНОСТИ».....	49

SMALL BUSINESS IN RUSSIA AND ABROAD: A COMPARATIVE STUDY BASED ON ACADEMIC LITERATURE

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ABSTRACT

OBJECTIVE: Object of studying - the researches in the Russian and foreign scientific literature lighting development of small business. A subject - the content of researches. A chronological framework of research - the second half of XX – the beginning of the XXI centuries. Article purpose – the analysis of priorities of researches in the sphere of small business in Russia and abroad with establishment of their communication with a level of development of small business and its pressing problems in the certain countries and regions.

METHODS: Methodical tools of research: deductive, quantitative methods, and also method of the factorial analysis.

RESULTS: The comparative analysis of illumination of problems of modern development of small business by the Russian and foreign researchers is provided. The main directions of their researches, factors which influenced formation of research priorities are revealed, correlation of priorities of researches with problems of development of small business in concrete territories is tracked, the general are allocated and peculiar features in studying of development of small business by the Russian scientists and their foreign colleagues.

CONCLUSION: Development of system of the relations of business, society and state; increase in contacts of the scientific all countries working in this branch including through the academic mobility; growth of availability of literature in foreign languages, as for the Russian and foreign colleagues, through integration of activity of scientific libraries and libraries of higher educational institutions. Article is of interest to the researchers dealing with problems of business, the general economic theory, economic history, world and regional economy.

Keywords: small business, entrepreneurship, research papers, academic journal, field of research, factor, economy, country, region, scientific research.

INTRODUCTION

Small business plays a significant role in national economies at present. This is due to several reasons: a) a change in the structure of the world economy (increase in the significance of services and the value of human capital); b) transition of considerable production capacities into the third world countries; c) high efficiency of small business sector in solving social problems, especially in transition economies and countries where the transition has taken place recently. The object of study in this paper is the research papers on the problems of small business published in Russia and abroad. The subject of study is the main trends of research of small business development in Russia and abroad based on the analysis of the views of Russian and foreign authors on the process in the modern global economy and the real economic situation. The chronological scope of the study is limited mainly to the second half of XX - early XXI centuries. The present papers aims at comparing the priorities of scientific research in the field of small business in Russia and abroad, its level of development and its relationship with real problems in particular countries.

In the US, small and medium-sized businesses produce about 50% of GDP of the country and provide employment to almost half of the able-bodied citizens. In the EU, 50% of GDP and 70% of the gainfully occupied population relate to this sector. In China, small businesses produce 60% of GDP (1). Among the East European countries – members of the European Union, the Baltic countries are worth mentioning in this respect. They present interest to us because they are the only countries of the former Soviet Union than joined the European Union. It is due to their industrial structure that small and medium-sized businesses are significant for their economies. The share of services in their national economies ranges from 65.5% in Lithuania to 74.3% in Latvia. In 2010, 73% of all registered companies in Estonia related to the sector of small and medium-sized businesses. They accounted for 80% of the labor force in the economy, and 78% of the total commercial revenues.

In 2015, 98% of all registered commercial entities in Latvia could be referred to the sphere of small and medium-sized businesses. In 2012, according to the World Bank, Lithuania ranked 17th out of 183 countries in terms of business environment for entrepreneurial activities, Estonia ranked 22nd, Latvia ranked 24th (2-5). This was largely due to favorable conditions of business registration and other measures of state support of small business in the Baltic States (6).

As of December 31, 2013, Russia had 2,063 mln. small businesses, 88.6% of which were micro businesses. The same was true for some foreign countries. Small businesses accounted for 10-12% of GDP. Their annual turnover reached nearly 25 trillion rubles. They employed about 11.5 million able-bodied citizens. Moreover, there were about 2.5 million self-employed entrepreneurs with annual turnover of over 9.7 trillion rubles (7; 8). It should be noted, that over the past 20-25 years, these indicators kept changing, but generally indicated positive trends.

Compared with 1997, there was an increase in the number of small businesses by 41.8% (9). The number of employees has increased by 29.6% since 1998 (10). The annual turnover has increased by a factor of

100. The number of self-employed entrepreneurs has decreased more than 30% since 1999. In 2013, small businesses employed 18.5% of gainfully employed population, compared with 15.9% in 1998 (11-14).

The statistics confirm the important role of small business in the market economy in Russia and the world economy. The specific problems of the business environment in some countries, differentiation of historical, cultural, political and economic traditions in the countries under review suggest a high degree of relevance of the undertaken study.

METHODS

Papers and research materials published in the bases of Elibrary.ru, "Lan" electronic library system, Emerald, Jstor, Bloomsbury Collections, Cambridge Journals Online, EBSCO, Oxford Handbooks Online, ProQuest made the basis of the scientific analysis of the problem. Such a choice was determined by the degree of their availability in the Omsk State Transport University, Russia, which is the work place of one of the authors of the paper, the Latvian State University, where he is currently having a period of internship, and the National Library of Latvia. When working with Elibrary.ru and "Lan" databases, emphasis was made on the search of the Russian scientists' papers, the other databases were used to search for works mostly by foreign researchers. That is why we differentiate between the concepts of "Russian academic literature" and "foreign academic literature." Sub-topics of the study and zoning by geographic parameter were formed according to the content of the selected materials. The selection of papers and research materials was made using a search engine database with "small business development in the second half of the XX - early XXI century" inquiry. The level of elimination of the found materials by the author exceeded 90%. The main reasons for elimination were the duplication of journals in different databases, the recurrence of papers, lack of the full texts access, coincidence of only some words of the search inquiry ("small", "business", "country", etc.). The largest number of papers and materials was extracted from databases Elibrary.ru, Emerald, and Cambridge Journals Online. We analyzed the papers in English, Latvian, German, and Russian. Based on the preliminary analysis, 1066 papers and research materials form 143 journals of Elibrary.ru and "Lan" databases, and 205 journals and scientific publications and dissertations from other databases were selected (Table 1).

Table 1

Data on the selected papers and research materials for the study

Name of the database	Number of papers
Emerald	407
Elibrary.ru	270
Cambridge Journals Online	151
EBSCO	95
"Lan" electronic library system	73
ProQuest	25
Jstor	23
Bloomsbury Collections	18
Oxford Handbooks Online	4
Total	1066

The inductive, deductive, quantitative methods and the method of factor analysis were used in the study: The deductive method was used mainly in the introduction and the relevance description of the of the paper. The inductive method prevails in the main part of the paper where, based on the content analysis of scientific papers on various issues, the conclusions on general and specific features of small business development in some countries were made. The method of factor analysis was applied in identifying the factors that influenced the researchers' priorities formation in different countries and scientific schools, and in the determining the main trends of small business development in certain countries and the world economy as a whole. The authors used the quantitative method for processing and synthesizing the quantitative data collected.

When using the term "sector of small and medium-sized businesses," we focus on the problems of small business. It is often difficult to make a difference between the small and medium-sized businesses due to differences in approaches and practices and a high level forms diffusion.

RESULTS AND DISCUSSION

The results of the study of how the problems of small business are treated in Russian and foreign academic publications are given in the following tables (Table 2, 3).

The geographical and thematic priorities of small business treatment in the world presented in the tables are rather reasonable. The predominance of the Russian subject matter in the papers by the Russian authors is determined by the priority application interests, insufficient availability of databases containing papers in foreign languages, low level language training, lack of translation skills, specifics of the national economy and society. But

it should be admitted that the study of the Russian small business by foreign authors is not vast either, but still it takes place (15-17). As for the priorities of foreign authors, among the traditional topics (18; 19) they show more interest to problems of small business development in the third world countries, the Baltic States and China. This is especially true to papers published in the late XX and early XXI centuries (20-26), which is determined by a massive penetration of Western capital, transfer of large of production capacities into these regions, and the transition of these countries from socialist to capitalist economy.

Table 2

Proportion of research papers as per subdivisions of the research topic in Russian and foreign academic literature (subject scope) (%)

No	Title	Number of papers in Russian academic literature	Number of papers in foreign academic literature
1	Theory of business	24,5	2,7
2	Small business development	12,7	9,2
3	Business culture	3,1	2,5
4	Business ethics	0	0,6
5	Problems of small business	14,2	5,3
6	Small business and innovation	9,4	4,7
7	IT-business in the small sector of economy	2,4	7,6
8	Family small business	0,2	8,4
9	Gender in small business	0	14,1
10	Small businesses in different fields of economy	3,4	3,8
11	Small business. Trade. Marketing	2,2	7,3
12	Business education	0,2	3,6
13	Small business and the environment	0	2,3
14	Small business and foreign economic relations	1,2	3,1
15	State support for small business	16,5	3,1
16	History of business	1,2	7,5
17	Small business and logistics	0	0,9
18	Small business management	5,5	8,3
19	Motivation in business	1,2	1,2
20	Small businesses in the tourism sector	1,9	2,2
21	Investments in small businesses	0,2	1,6
22	Total	100	100

Table 3

Proportion of research papers devoted to small business development in Russian and foreign academic literature (geographical criterion) (%)

No	Title	Number of papers in Russian academic literature	Number of papers in foreign academic literature
1	Europe	0,5	19,7
2	Scandinavia	0	6,4
3	Baltic Countries	8	18
4	Post-Soviet states	2,5	3,7
5	Russia	86	2,5
6	the USSR	0,2	0,3
7	North America	0,5	14,7
8	Third World countries	1,2	22,2
9	China	0,85	10,1
10	Japan	0,25	2,4

Foreign research material on the subject is more dispersed than in Russia (Table 2). If you select the top three most covered sub-topics of small business development in the Russian and foreign academic literature, you will get an absolute discrepancy. In Russian academic literature, 24.5% is on the theory of business, 16.5% is on the state support of small business, 14.2% is on the problems of small businesses, (27-30). In foreign academic literature, 14.1% is on gender factor in small business, 8.4% is on family small business, 7.6% is on IT in small business sector of economy, (31-35). Differentiation, in our opinion, is determined by the difference in the level of business development in Russia and abroad, at least in Europe and North America, by the nature of the business climate, economic structure, the degree of state influence on economic processes, the role of the government in

the economy, and the efficiency of the state support. The size of the territory of a country, climatic conditions, the degree of integration into the international and inter-regional associations and unions also play a role.

The interest in the theory of small business development in Russia in the 1990s was determined solely by the nature of the transition period. There were no historical traditions of this type of activity, all the economically active population was born and raised in conditions of the planned economy. For this reason, the forms and methods of state support, mechanisms for entrepreneurship development and its interaction with the state and society could only be borrowed from the outside. However, the fact that in the early XXI century this area of research remained relevant, indicates that the methods of assessing the efficiency of business and interaction between business and the state, financial strategy of business development, investment and financial mechanisms of venture business, legislation, relationship of business with the state and society, and forms and methods of state support of entrepreneurship are not sufficiently effective and need to be further developed. Unfortunately, this is confirmed by statistical data and research findings. The number of small enterprises has not reached the required minimum threshold, which is confirmed by their share in the GDP. Their number is not comparable with that of the developed countries; there is a high proportion of loss-making companies; their receivables and payables are rather high.

At the same time, we cannot ignore the inverse activity, such as growth in product and services revenue (8; 9; 36-38). The vast majority of these papers were published in the 2000-2010s (39-42). This resulted in the researchers' increased interest in the problem of relationship between business and the state, in the efficiency of small business state support, in the problems of small business and their solutions. The papers on these issues generally focus on the regional aspects, which indicates that, vast territories, sharp differentiation of social, economic and climatic conditions greatly influenced the situation (43-46).

With regard to the priorities of foreign researchers, they suggest that small business has become an integral part of the market economy in both the developed countries, and the countries of the Third World. The foreign researchers are also interested in various aspects of its development, but especially in increasing its efficiency rather than its formation and survival, in socio-economic aspects of its development, in the diversity of forms and types of business, in gender and family aspects, in business activities in high technology industries, such as IT-business (47-52).

Table 4

The hierarchy of journals on the number of papers on the topics studied.

The quantitative criterion	Number of journals that meet the criteria in the Russian academic literature	The proportion of journals that meet the criteria in the Russian academic literature (%)	Number of journals that meet the criteria in the foreign literature	The proportion of journals that meet the criteria in the foreign academic literature (%)
1	27	18,9	111	54
2-5	27	18,9	69	33,7
6-10	26	18,1	18	8,8
11-20	23	16,1	4	2
21-50	22	15,4	1	0,5
50 and over	18	12,6	2	1

Table 5

The hierarchy of journals on the number of subdivisions of the of the research topic in the papers

Number of subdivisions	1	2	3	4	5	6	7	8	9	10	11	13	15
Number of journals in Elibrary.ru and "Lan" databases	24	10	12	17	10	13	11	9	9	10	9	9	0
Proportion in per cent	16,8	7	8,3	11,9	7	9,1	7,7	6,3	6,3	7	6,3	6,3	0
Number of journals in Emerald, Cambridge Journals Online, EBSCO, ProQuest, Jstor, Bloomsbury Collections, Oxford Handbooks Online data bases	128	32	21	9	3	2	4	2	1	1	0	1	1
Proportion in per cent	62,4	15,6	10,2	4,3	1,5	1	2	1	0,5	0,5	0	0,5	0,5

The narrow specialization of foreign journals compared to the Russian ones is noteworthy. For example, 62.4% of the reviewed foreign publications, such as "Journal of Systems and Information Technology" (IT-

business), "International Journal of Contemporary Hospitality Management" (problems of tourist business) specialize in one category (53; 54), 16.8% of the Russian journals ("Business, Management and Law" - the theoretical aspects of the activities stated in the title of the journal) (55).

At the same time, the share of foreign journals that publish materials on a wide range of business issues (2 sub-topics and more) does not exceed 38%, while in Russia there are over 83% of such journals. Moreover, if you consider journals that publish materials on more than 10 sub-topics, this ratio will be 1% to 12.6%. These include the "Journal of Small Business and Enterprise Development", "Business History Review", "Vector of Sciences. Togliatti State University", "Proceedings of the Bratsk State University", "Innovative Development of Economy Journal" (Table 5); (56-62).

The publications included in Elibrary.ru and "Lan," databases, most of which are Russian journals, have rather general content, while the journals in others databases are more specialized. In our opinion, this situation is determined by some specific factors, such as differences in the requirements to the magazine, the amount of commercial activity a journal conducts, difference in the number of publications in Russia and abroad, the quality of papers submitted to the journals for publication and conditions in which investigation are carried out.

It should be noted, that the academic community discusses the problems of small business in Russia much more intensively than abroad. The ratio of journals that pay considerable attention to the problems of small business (over 20 publications in a journal) in Russia and abroad is 1.5% to 28%; of journals regularly publishing such materials (from 6 to 20 publications in a journal) - 10.8% to 34.2%; of journals with up to 5 publications - 33.7% to 18.9%; of journals with few publications - 54% to 18.9% (Table 4).

Among the publications covering the problems of small business development most actively, we should mention "Journal of Small Business and Enterprise Development", "The Journal of Economic History", "International Journal of Entrepreneurial Behaviour & Research", "Business History Review", "Innovative Economy: Prospects for development and improvement", "Vestnik NSU. Series: Social and Economics Sciences", "Business and Economic Horizons", "Herald of Omsk University. Series "Economics", "Innovative development of economy", "Vector of Science of Togliatti State University", "Proceedings of the Bratsk State University", "Economics and Management of Innovative Technologies", "Economics and modern management: the theory and practice", "Journal of Economic Regulation", "Economic and social changes: facts, trends, forecast".

CONCLUSIONS

Thus, the analysis of the problem in this paper leads us to the following conclusions:

- research priorities in the field of small business in a particular country are determined by the problems of this sphere, by the specifics of the formation and development of entrepreneurial activity, by the role of the state in regulating social and economic processes, by historical, cultural and political traditions, and by the level of small business development and the economy in general;
- the analysis of small business development and cooperation with the state and society in Russia and abroad shows an insufficient level of communication among researchers from different countries, which is caused by language barriers, inaccessibility of literature in foreign languages, the differences in research methodology and approaches, and traditions of thinking;
 - in Russia, the development of small business is paid more attention to than abroad;
 - Journals published abroad have a clearer and narrower thematic specialization than most of their Russian counterparts.

Consequently, we should outline the following main trends in the development of small businesses and research in Russia:

- improving the regulatory framework of entrepreneurial activity and increasing the efficiency of state support of business,
- contributing to the improvement of its relations with society, improving its image and attractiveness;
- expanding academic contacts between Russian and foreign researchers working in the same field, also by means of academic mobility;
- increasing the availability of academic publications in foreign languages for both Russian and foreign researchers by integrating the activities of libraries

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