Youth Entrepreneurship: Motivational Aspects and Economic Effects

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Abstract. The article considers the problems of the development of youth entrepreneurship as a factor in ensuring long-term economic growth of the country. The authors substantiate the urgency of drawing close attention to this important strategic resource of the country's development, replenishing the productive forces of society. The article describes a brief analysis of theoretical views on this problem and the study of statistical data characterizing the situation with the development of entrepreneurial activity of youth in Russia.

The authors focused on the results of research on the motivational aspects of the organization of youth entrepreneurship by the most active segment of youth - university students. The authors pay attention to the factors that contribute to and impede the creation and organization of their own business by the youth. It also looks at how the state supports youth start-ups and encourages young people to be entrepreneurial. The article identifies students' preferences in the industries in which they wanted to start their own business and shows why they are interested. From the study it seems possible to see that the youth segment of entrepreneurship faces a number of problems, both typical for Russian entrepreneurship, and specific ones. Also, the authors identified factors that hamper the development of youth entrepreneurship in Russia.

As a result, the article contains an account of direct and indirect economic effects from the development of youth entrepreneurship in the country. The authors identify key areas for activating the entrepreneurial activity of young people and draw conclusions that the implementation of such areas helps to achieve the main goal - the development of youth entrepreneurship and, consequently, the provision of an innovative way of economic development.

1. Introduction

Young people are the main bearer of the innovative potential of the development of society, it is the most important strategic resource for the development of the country, replenishing the productive forces of society [9, 17]. There is no doubt that young people are more mobile, ready for change, adaptive, these features create the need to single out a special category - youth entrepreneurship [15, 16]. In conditions when the country faces the task of building an innovative economy, the priority direction of entrepreneurship development should be precisely youth entrepreneurship, which determines the relevance of the topic of this work [1, 4].

Order of the Government of the Russian Federation No. 2403-r of 29 November 2014 "On the Approval of the Fundamentals of the State Youth Policy of the Russian Federation for the Period until 2025" defines youth entrepreneurship as entrepreneurial activity of citizens under the age of 30, as well as legal entities (small and medium-sized businesses), the average age of full-time employees of
which, as well as the age of the head does not exceed 30 years, or in the authorized (share) capital of which the share of deposits of individuals no older than 30 years exceeds 75 percent [22].

In recent years, Russian scientists (Romantsova D.V., Denisevich E.I., Miloslavsky V.G., Kharchenko K.V.) are increasingly paying attention to the multifaceted phenomenon of youth entrepreneurship in Russia [7,13,14]. This is due not only to the relevance and significance of this phenomenon, but also in the opinion of the authors of the article, its progressiveness, and the ability to solve social problems [15].

One of such social problems facing young people, not only in Russia, but also in the world, in Russia is the problem of unemployment. According to the Federal State Statistics Service, 75.4% of graduates of educational organizations in 2010-2016 issues faced with difficulties in finding employment. Among the main problems there was a lack of experience (experience) - 52.6%, and a low level of the proposed salary - 31.1% [20]. In 2017, young people under 25 years of age were unemployed 22.3% [5].

It is known that the indicators characterizing the economic situation in the country are the dynamics of the unemployment rate, the capacity and the conjuncture of the labor market, the ratio of supply and demand to labor [12]. As of December 2017, almost a third of young people are officially registered as unemployed in regional employment centers, but the statistics in the youth segment, as a rule, do not reflect the real situation on the labor market. Young people, reluctantly go to employment centers, trying to solve the problem on their own, so 50% of the youth employed in public sector enterprises work part-time jobs, about 25% work part-time in various alternative forms of employment. At the same time, the diversity of new phenomena in the sphere of employment related to the peculiarities of Russian market relations is not taken into account [6].

The development of youth entrepreneurship, including, is aimed at reducing these indicators. Thus, entrepreneurship is aimed at creating new jobs, in addition, the development of both medium and small businesses entails an increase in tax revenues to budgets of all levels [21]. At the same time, there are the main problems that young people face when starting their own business [3,18].

According to the official data of the Nizhny Novgorod Committee of Statistics, in the territory of the Nizhny Novgorod region at the end of 2016, there were 6520 enterprises registered, while in 2015 the number of small enterprises was 6,690 units [6].

The largest number of small businesses were recorded in 2016: - in wholesale and retail trade; repairs of motor vehicles, motorcycles, household goods and personal items - 1978 units or 30% of the total number of small enterprises (in 2015, 2097 units or 31.4% of the total number); - 1,306 units or 20% of the total number of small enterprises (in 2015, 1342 units or 20.1% of the total number) in the sphere of operations with real estate, rental and provision of services; - in processing industry - 1,200 units or 18.4% of the total number of small enterprises (in 2015 1205 units or 18.2% of the total number).

The analysis of the share of small enterprises in total turnover by types of economic activity revealed the following. So the contribution of enterprises in wholesale and retail trade; repair of vehicles, motorcycles, household products and personal items is about 65% of the total share of the turnover of Nizhny Novgorod's campaigns in this segment. In construction - 60%; in transactions with real estate - 70%; in the hotel and restaurant business - 50%; processing industry accounts for 12% of small enterprises; Utilities sector - 10%, and agriculture and health care bring only about 5% of the total.

Studies of the level of youth involvement in entrepreneurial activities conducted by ISPI RAS show that among the factors that are trying to do business, respondents are often called: expected high earnings (59%); the opportunity to be independent (47%); the possibility of creativity (38%); career growth (30%); the opportunity to be an owner (28%); the opportunity to lead (24%); prestige (20%); risk (7%) [2,19].

Young people often stop their choice on entrepreneurship, primarily because of finding themselves in the profession. But making their choice in favor of their cause, young people face a number of prob-
lems. The authors conducted a study from April 2017 - December 2017 with the help of Google-forms among students of Nizhny Novgorod.

The sample was 300 people (81.3% of women and 18.7% of men). First-year students - 24%, 2 courses - 26.7%, 3 courses - 25.3%, 4 courses - 16% and 5 courses - 8%. The age of respondents is 54.7% to 20 years, 45.3% is over 21 years old.

The survey showed that 24% of young people work, combining it with full-time education in the university, so students have their own business, indicated 6.7%, working in a company or firm - 12% and in a state organization - 5.3%. The majority of students (60%) are positive about entrepreneurship, 37.3% - neutrally and only 2.7% - negatively, which shows the importance of the survey on this topic.

It should be noted that 40.6% of students studying in full-time form are eager to find a permanent job, while most consider themselves as entrepreneurs, and 35% earnings (hourly, temporary, part-time, with a convenient schedule to work combine with study in the university).

Considering the factors that hamper entrepreneurial initiative of students, the following were identified (and ranked): excessive workload in training sessions (in time to pass the session) - 198 people (66.0%) indicated, there is not enough practical experience to open a business - 142 people (47.3%), lack of entrepreneurial skills - 122 people (40.7%), laziness - 96 people (32.0%), the obligation to attend lectures (there is no time) - 92 people (30.3%), I can generate ideas, but lack of implementation skills - 73 people (24.3%), courses on the basics of entrepreneurship in the university are not taught by practitioners - 58 people (19.4%), you need to get an education first, and then work - 58 people (19.4%), over-parental care - 30 people (10.0%), not enough for all "health" - 30 people (10.0%), innovations are alien to me, I like stability in work and study - 22 people (7.3%), others - 3 people (1.0%).

Identifying students' preferences about the industries in which they wanted to start their own business and why they were interested, the following answers were received. So, 45% is interesting to open in the sphere of services such as tourism, public catering, beauty salons and cosmetology, car service, tailoring, IT, etc., about 10% are interested in business in the field of additional education for children, the opening of sports sections, 8% trade, 7% production, about 12% have not yet chosen the same line of family business (8%) , franchising 6.7%). The data only confirm the results of the open question. Realization of business from scratch is the most costly and time consuming, competencies are required in various issues of registration and conducting activities, the university can accumulate experience of various enterprises and conduct consulting activities.

When creating a business, students prefer to be individual entrepreneurs, 62.7% indicated, and about 37.3% are ready to create a legal entity.

From the study it seems possible to see that this segment of entrepreneurship faces a number of problems - both typical for Russian business in general, and specific:
- lack of experience. Young people often have no experience not only as entrepreneurs, but also in the profession with which business is connected;
- lack of financial base and additional difficulties in attracting investments;
- lack of education.

Also, factors that inhibit the development of youth entrepreneurship in Russia, include:
- Social sentiment. The entrepreneurial spirit in the youth environment is weak, many prefer, and the stability offered by employment for a large company or civil service;
perception of entrepreneurial activity by mass consciousness. The perception of entrepreneurs as "speculators" (with negative coloring) is still widespread, but the assessment of entrepreneurial activity in the context of overcoming difficulties, rather than achieving success; the lack of awareness of young people about organizations that support youth entrepreneurship [8,10].

Thus, it is possible to single out the following areas of development of young small and medium-sized businesses:

- Legislative consolidation of the concept of "youth entrepreneurship" at the federal and regional levels, the creation of an integrated system for the development and regulation of youth entrepreneurship.
- Reduction of excessive state regulation of business activity. Administrative barriers are the factors with which all entrepreneurs start to turn. In eliminating administrative barriers, there is a significant potential for expanding small business and creating new jobs.
- Development of an effective system for lending to small and medium-sized enterprises, and separately for youth. It is necessary to simplify lending procedures, create favorable conditions for young people, including low interest rates, maturity of loans, collateral, and lack of collateral.

2. Conclusion
It is important to understand that young people should become the leading force ensuring the transition of the Russian economy to an innovative development path, for which it is necessary to effectively use the potential of youth. The transition to an innovative path involves the support of talented youth, the creation of conditions for creativity and creative self-realization. But this is not only the task of the state, special demands should be placed on the youth themselves, on their worldview, on education and professional qualifications, on work, on teamwork and, at the same time, on the leadership qualities of young people and their entrepreneurial abilities. If you manage to realize all this in practice, you can be sure that the main goal will be achieved - the development of small and medium-scale youth entrepreneurship and, consequently, the provision of an innovative way of economic development.

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