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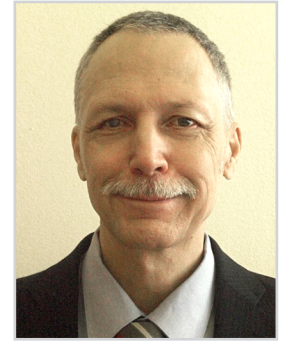
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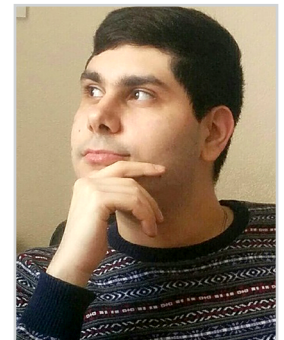
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Youth innovative entrepreneurship under digitalization of economics: analysis of foreign experience in assessing the effectiveness of support

Abstract. In the international sense, the digital economy is a network, systemically organized spatial structure of relations between economic entities. It includes the sector of creation and use of new information, technologies and products, telecommunications services, electronic business, electronic commerce, electronic markets, remote services and the like. There are different views on what should and should not be attributed to the digital economy. Initially, it was assumed that this is an expanded concept of the Internet economy, which includes neighboring market segments. This understanding has been revised in recent years, as many industries, including the «real industry», are undergoing a digital transformation. The process covers retail, passenger and cargo transportation, tourism, industry, agriculture, catering, hotel business, medicine, public administration. The enterprises of these industries, which caught the trend and started changes, become, in fact, Internet companies. The purpose of the work is to analyze the past experience of supporting young entrepreneurs in the context of state subsidy and financing programs. In the course of the work, the task is to analyze the foreign experience of supporting young entrepreneurs and its implementation in Russia using international experience in conditions of new digital economy. The results of the work will be useful for analyzing the impact of support mechanisms for start-up entrepreneurs in the CIS.

Keywords: Economics; Economic Analysis; Entrepreneurship; Youth; Subsidy

JEL Classification: M21

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Аналіз зарубіжного досвіду оцінки ефективності

підтримки Молодіжного інноваційного підприємництва в умовах цифровізації економіки

Анотація. У міжнародному сенсі цифрова економіка - це мережева, системно організована просторова структура взаємовідносин між господарюючими суб'єктами. До її складу входять сектор створення та використання нової інформації, технології та продукти, телекомунікаційні послуги, електронний бізнес, електронна торгівля, електронні ринки, дистанційне обслуговування тощо. Існують різні погляди на те, що варто відносити до цифрової економіки, а що до її складу не входить. Спочатку передбачалося, що це розширене поняття Інтернет-економіки, до складу якої входять суміжні ринкові сегменти. Це розуміння було переглянуто в останні роки у зв'язку з тим, що багато галузей, у тому числі такі, які входять до складу «реального сектора», піддаються цифровій трансформації. Процес охоплює ритейл, пасажирські та вантажні перевезення, туризм, промисловість, сільське господарство, громадське харчування, готельний бізнес, медицину, держуправління. Підприємства цих індустрій, які вловили тренд і почали зміни, стають, по суті, Інтернет-компаніями.

У ході роботи ставиться завдання провести аналіз зарубіжного досвіду підтримки молодих підприємців і його реалізації в Росії в умовах цифрової економіки.

Мета роботи полягає в аналізі зарубіжного досвіду підтримки молодих підприємців у розрізі державних програм субсидування та фінансування.

Результати роботи будуть корисні для аналізу впливу механізмів підтримки підприємців-початківців.

Ключові слова: економіка; економічний аналіз; підприємництво; молодь; субсидування.

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Анализ зарубежного опыта оценки эффективности поддержки

молодежного инновационного предпринимательства в условиях цифровизации экономики

Аннотация. В международном смысле цифровая экономика - это взаимосвязанная, системно организованная пространственная структура отношений между экономическими единицами. Он включает в себя сектор создания и использования новой информации, технологий и продуктов, телекоммуникационных услуг, электронного бизнеса, электронного бизнеса, электронных рынков,

удаленных услуг и тому подобного. Существуют разные взгляды на то, что следует и не следует приписывать цифровой экономике. Первоначально считалось, что это расширенная концепция интернет-экономики, которая включает в себя соседние сегменты рынка. Это понимание было пересмотрено в последние годы, поскольку многие отрасли, в том числе те, которые являются частью «реального сектора», находятся в состоянии цифровых изменений. Этот процесс включает розничную торговлю, пассажирские и грузовые перевозки, туризм, промышленность, сельское хозяйство, гастрономию, гостиничный бизнес, медицину, государственное управление. Компании в этих отраслях, которые зафиксировали тенденцию и инициировали изменения, действительно становятся интернет-компаниями.

Цель работы заключается в анализе зарубежного опыта поддержки молодых предпринимателей в разрезе государственных программ субсидирования и финансирования.

В ходе работы ставится задача провести анализ зарубежного опыта поддержки молодых предпринимателей и его реализация в России в условиях цифровой экономики.

Результаты работы будут полезны для анализа влияния механизмов поддержки начинающих предпринимателей.

Ключевые слова: экономика; экономический анализ; предпринимательство; молодёжь; субсидирование.

1. Introduction

In the digital economy of things, factories are equipped with sensors connected to the Internet, cooperative work, automation systems for all processes with the possibility of remote control. Thus, this definition includes all business lines based on information technology and telecommunications, regardless of the industry.

The digital economy reflects the transition from the third industrial revolution to the fourth. The Third Industrial Revolution, sometimes called the «digital revolution», refers to the changes that occurred at the end of the 20th century with the transition from analog electronic and mechanical devices to digital technologies. The fourth industrial Revolution is based on the digital revolution.

The term «digital economy» reflects the ability to use technology to perform tasks and participate in activities that were not possible in the past. It provides such opportunities for existing organizations to work more efficiently, faster, more efficiently and with a greater creative component.

The digital economy goes far beyond digitalization and automation. Instead, this new paradigm is rapidly mastering and implementing multiple advanced technologies and platforms of new technologies into everyday life.

The share of the digital economy in the GDP of developed countries from 2010 to 2020 grew from 4.3% to 5.5%, and in the GDP of developing countries - from 3.6% to 4.9%. In the G20 countries, this indicator has grown in five years from 4.1% to 5.3%. The UK is the world leader in the share of the digital economy in GDP - 12.4% (Acs, 2021).

According to the forecasts of the consulting company Accenture, the use of digital technologies should add USD 1.36 trillion in 2022. The United States, or 2.3% of GDP in the total GDP of the ten leading world economies. The GDP of developed countries will increase due to the «digital economy» by 1.8%, and in the GDP of developing countries - by 3.4% (Alhassan, 2021).

However, digitalization also carries the following potential risks: unauthorized access to data and other cybersecurity threats; mass unemployment; digital inequality - a gap in the level of education and conditions for access to digital services and products between citizens and businesses within countries, as well as between states.

Nevertheless, the digitalization of each branch of the economy and the country as a whole is becoming an inescapable phenomenon. But in order for the digital economy to become a reality, it is necessary to overcome: the low level of digital literacy of the population; the lack of IT infrastructure; the lack of highly qualified IT specialists; the «traditional» consciousness focused on working with material rather than digital objects; the rigidity of corporate structures; outdated formats of business models and management paradigms, and the like (Kos Koklic, 2022).

The level of development of the digital economy is closely correlated with interstate competitiveness, which requires special attention of the state and business to its development.

It is important for Russia to pursue a balanced and reasonable policy for the development of the digital economy, to determine promising directions for its implementation and support.

Today, the electronic economy is already going beyond purely economic processes. Digitalization is being introduced into social processes, the successful life of people increasingly depends on it, in addition, there is a large-scale introduction of digital technologies into the work of government organizations and structures.

2. Brief Literature Review

The main trend of modern development is the transition from an industrial to a post-industrial society, a characteristic component of which is the digital economy. The term «digital economy» first appeared in 1995 in connection with the development of economic relations, which were based on the use of digital information and communication technologies, and was fixed in the scientific turnover of our time (Alhassan, 2021).

In 2001, Thomas Mesenburg identified three main components of the concept of «digital economy»:

- supporting infrastructure (hardware, software, telecommunications, networks, etc.);
- e-business (how business processes are conducted through computer networks);
- e-commerce (transfer of goods via the Internet) (Anselmi, 2021).

Currently, there is no single approach to the definition of the term «digital economy» among scientists who consider the digital economy as an economy based on the production of electronic goods and services by high-tech corporate structures and the distribution of these products through e-commerce (Nobrega, 2021). Other scientists have defined the digital economy as an innovative dynamic economy based on the active introduction of innovations and information and communication technologies into all types of economic activity and spheres of society, allowing to increase the efficiency and competitiveness of individual enterprises, the economy and the standard of living of the population (Popkova, 2021). The digital economy is considered as a set of relations arising in the field of production, sales, exchange and consumption, based on online technologies and aimed at meeting the needs for means of living (Schweiker, 2021). This implies the formation of new ways and methods of management and requires effective tools of state regulation (Mody, 2022).

The digital economy causes a digital transformation of all spheres of life and gives them significant economic and social consequences, which, in turn, open up new opportunities for the development of entrepreneurship (Gray-Sarabia, 2021). The rapid development of digital technologies, their penetration into traditional business, the emergence of new types of digital products and services and the massive use of online channels lead to the restructuring of business processes, the transformation of business models, marketing management systems and changes in consumer behavior (Idowu, 2021).

According to Professor W. Brenner of the University of St. Gallen (Switzerland): «aggressive use of data transforms business models, promotes the emergence of new products and services, creates new processes, generates greater utility and introduces a new management culture» (Keshavarz, 2022).

New business models (freemium, on-demand, crowdsourcing, crowdfunding) allow entrepreneurs and companies to carry out business activities without their own IT infrastructure and software («cloud» business, Internet of Things IoT), without their own tangible assets (co-sharing), without warehouse management (dropshipping) (Kos Koklic, 2022).

Digital Economy news site TechCrunch noted: «the world's largest taxi company, Uber, does not have cars. The world's most popular media owner, Facebook, doesn't create content. The largest retailer Alibaba has no inventory (Marple, 2021). Airbnb, the world's largest apartment rental service, does not own real estate. Something interesting is happening» (García-Muiña, 2021).

The new characteristics of the economic space require moving from the cult of efficiency and rationality to shifting the emphasis to openness, democratization, sociologization, creativity of organizational processes, nonequilibrium and nonlinearity of managerial hierarchical chains, unpredictability and diversity of enterprise development trajectories (Araya, 2021).

3. Materials and Methods

To solve the tasks set, the following tasks were performed: methods and techniques of the theory of support mechanisms for young entrepreneurs at the level of public administration were used. The main provisions of the work are obtained on the basis of reliable knowledge from open reports of ministries of economy of various countries of the world. The theoretical results obtained are confirmed by practical application in a number of the listed countries.

4. Results and Discussions

4.1. The world labor market in the context of the country's social security in the era of globalization

A significant role in ensuring social security is played by modern trends in the development of the labor market both at the national and international levels. In the conditions of increasing

interdependence of the economies of the countries of the world, national labor markets acquire new characteristic features, including openness and activation of labor exchange processes. That is why the process of studying the laws of the functioning of the world labor market, which has a significant impact on the development of the labor market of each individual country, is of particular relevance. Taking into account a number of existing problems, the regulation of the labor market remains among the priorities of the governments of the world. The globalization processes of the world economy, the spread of international migration, structural changes in the labor market, demographic problems - all this increases the scale of negative phenomena in the field of employment and well-being of the population (Bellandi, 2021). The priority of solving problematic issues of the development of the labor market in the context of globalization determines the purpose of the study, which is to determine the global trends of its functioning, in particular in the context of a comparative analysis of the state of the labor market of world countries.

The world labor market is a system of relations that arise between states regarding the coordination of the supply and demand of the world's labor resources, the conditions for the formation of the labor force, wages and social protection (Thomas, 2021).

The world labor market (Figure 1) is a complex economic system that is modified under the influence of the dynamics of demand and supply of labor resources on the world market; under the influence of the peculiarities of the formation of labor prices, the formation of conditions and wages, the specifics of social protection; quantitative and qualitative movement and placement of labor in different countries of the world; differences in national approaches to the reproduction of labor, its vocational training and retraining (Tari, 2021).

Modern manifestations of globalization, which have an impact on the world labor market, have their expression in the strengthening of the role of MNCs and their influence on social and labor relations, the formation of a socially oriented economy, the liberalization of conditions for international labor migration. It is the global globalization processes that play an important role in the formation of qualitatively new trends in the functioning of the labor market.

Modern features of its development are manifested, on the one hand, in the increasing loss of national labor markets of their isolation and isolation, the increase in the efficiency of the use of aggregate labor, the expansion of opportunities for the exchange of knowledge, information and experience between peoples, the activation of international migration processes and the formation of a global regulatory system of international labor migration; on the other hand, it is the aggravation of problems and contradictions in the social and labor sphere, in particular, the growth of unemployment, the radicalization of social conflicts, the deepening of social stratification between and within countries, the deepening of the processes of desolidarization of society and the strengthening of trends in social individualization (Syed, 2021).

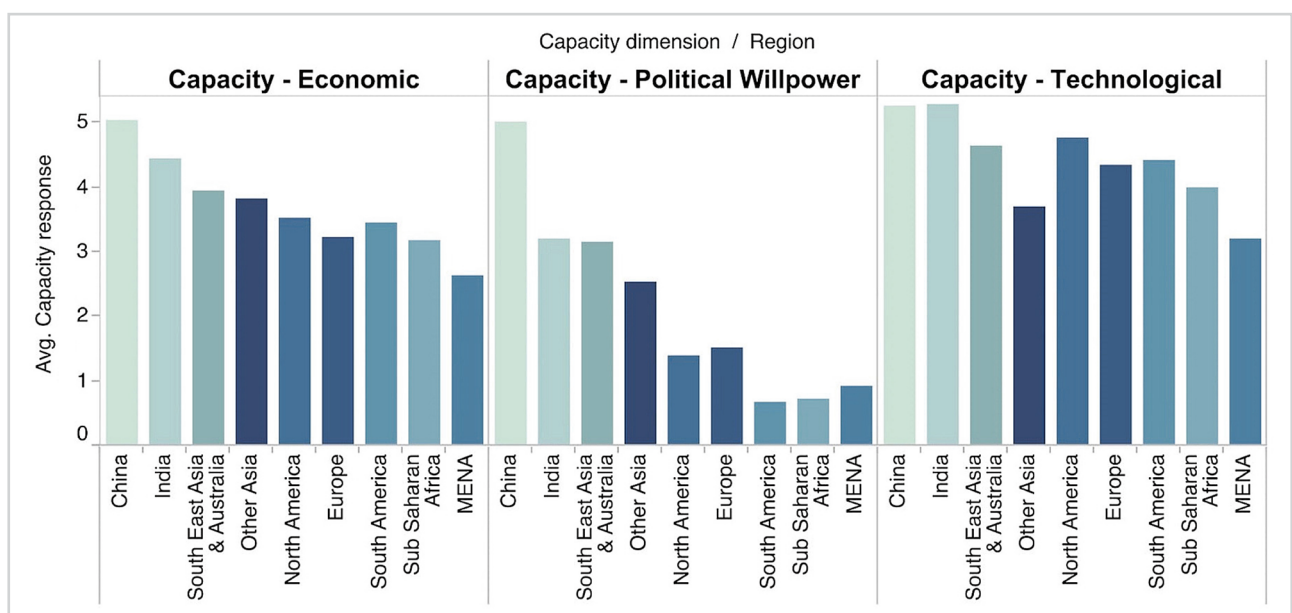


Figure 1:
Digital labour world market in 2021
Source: <http://goexplorer.org/the-digital-labour-market>

To systematize innovative changes in employment and the development of labor markets, they can be classified according to trends:

- 1) influence on the value and mental characteristics of the population, transformed in various labor behaviors and strategies of economic activity of the population;
- 2) influence on the formation of relations (at the local, regional, national and global levels), and above all, social and labor, with a distinction between the geographical affiliation of the participants;
- 3) influence on the forms and possibilities of forming relationships: new technologies, remote communication, progressive logistics (movement of necessary resources), the possibility of remuneration and various services regardless of place of residence, etc.;
- 4) impact on the mechanisms of state regulation of labor markets and employment with the development of common regulatory and legal fields, legal documents to protect the rights of migrant workers and members of their families), the introduction of common standards of social protection, etc.;
- 5) influence on the development of the common market, individual spatial formations, regions including cross-border space (as a rule, between border regions), international space.

Now the basic trends in the development of the world labor market are formed under the influence of structural deformations, innovation processes and reforms that are taking place in the world economy, and are the result of the cyclical development of the world economy, as well as the regulatory influence of international organizations, state and international regulation of the world labor market. Labour productivity growth in OECD countries is shown in Figure 2.

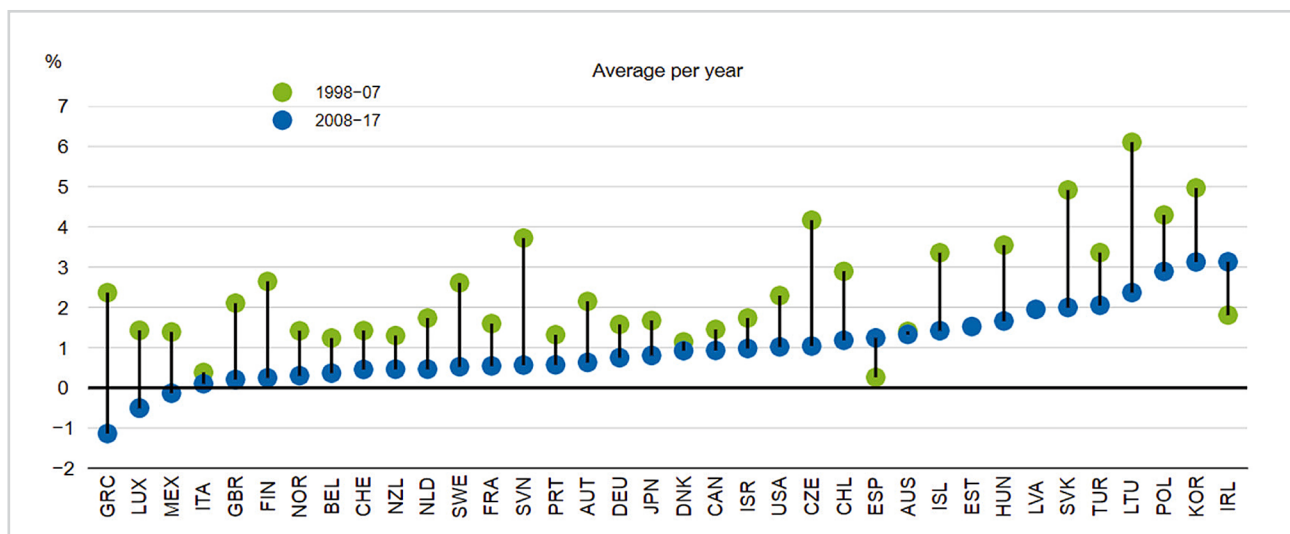


Figure 2:
Labour productivity growth in OECD countries
Source: OECD report, 2020

In the conditions of transformational changes in the world economy, expressed in the formation of the knowledge economy and the information society, the ability of the labor market to quickly respond to changes and adapt to them becomes important. Thus, the modern labor market should combine such properties as adaptability and dynamism of development. Global changes in the structure of employment of the population play an important role in the process of transformation of the world labor market. At the same time, transformational changes can occur in the main areas of social and labor relations, in particular those related to the admission and dismissal of employees; remuneration and social protection; labor organization and the use of working time in the context of the activities of enterprises and organizations in all countries of the world. «The general patterns of structural shifts that occur in national economies at the present stage of globalization are the growth of the share of high-tech manufacturing industries; telecommunications, financial and business services, as well as socially-oriented economic activities, which form the strategic sectors of national economies at the present stage of development». The corresponding processes cause structural changes in the world labor market in the context of the reorientation of the world economy to the development of high-tech industries and the introduction of

innovations in all spheres of economic and social life. In turn, the intellectualization and informatization of the economy increases the demand for highly qualified workers who have a significant amount of relevant knowledge and are able to apply them in practice, generating new ideas, developing innovations that can be implemented at the level of business entities and perceived by society (Shahzad, 2022).

Another important manifestation of structural changes in the global labor market is the decrease in the share of the manufacturing sector with the simultaneous growth of the service sector, which affects the corresponding intersectoral redistribution and movement of labor.

Among the factors of formation and development of the world labor market, it is necessary to highlight the processes of migration of capital and labor, as well as the processes of unification (merging of national labor markets with the subsequent removal of relevant barriers and obstacles and the creation of a common labor market (for example, the EU single labor market).

The peculiarities of the demand for labor with appropriate qualifications and the characteristic features of the international division of labor form two main segments in the world labor market. The first segment includes a highly skilled workforce, which requires a high level of remuneration, is characterized by stable employment and labor skills. In the context of transformational changes in the world economy and the need to form a knowledge economy, this segment of the labor market is constantly expanding, including the workforce of developed countries and countries with an average level of development, as well as all workers who have a high level of professional competence. The second segment of the global labor market contains a low-skilled workforce that comes from countries with a low level of development. Accordingly, the labor force of this segment is characterized by instability of employment and low wages. A significant share in the structure of the second segment is occupied by illegal workers forming the shadow labor market.

Economists note the formation of another special segment of the labor market, which is associated with the use of highly qualified specialists (researchers, engineers, analysts, as well as specialists in the field of computer science, managers, and the like).

The modern structure of the world labor market includes such segments as: MNCs; medium and small enterprises of developed countries; entrepreneurs of developing countries; international organizations. In particular, the MNC segment is represented by privileged workers, information workers and programmers, mid-level specialists, highly qualified groups of workers in Singapore, Hong Kong, Taiwan, female labor, labor from areas with a low level of development, migrant workers, scientists and scientists. Medium-sized and small enterprises in developed countries include specialists of average qualifications, female labor force, labor force from areas with a low level of development, migrant workers, scientists. The segment of entrepreneurs of countries contains privileged workers, information workers and programmers, mid-level specialists, highly qualified groups of workers from Singapore, Hong Kong, Taiwan, female labor, labor from areas with a low level of development, the so-called «export workers» of Asian countries and illegal workers. The segment of international organizations includes information workers and programmers, mid-level specialists, scientists and scientists.

Taking into account the changes in the structure taking place in the world labor market, it should be noted that among other significant reasons, they were caused by changes in migration flows and directions. If in the twentieth century a clear direction of international labor migration from developing countries to developed countries was formed, then among the latest trends it is worth noting the so-called cycle of migration flows, in which representatives of developed countries of Europe, the USA, MNCs and developing countries take part (Scuotto, 2022).

At the same time, the processes of globalization and the presence of different levels of economic development in the countries of the world have led to the formation of world centers of attraction of labor, among which it is advisable to identify five main ones: the countries of the North American continent (USA and Canada); developed countries of Western and Northern Europe; countries of the Middle East (countries specializing in oil production); Latin American countries; regional centers of labor migration (countries of South and Central Africa; countries of Southeast Asia).

It is advisable to trace the effect of the factors of removing barriers between national labor markets by the example of the formation of a single (internal) EU labor market. It was the organization of the single market that provided the opportunity for free movement of not only goods, services, capital, but also labor on the territory of the European Union countries that signed the Schengen

Agreement. The EU labor market is characterized by free movement of labor; an effective social protection system; interaction of the state, business and education in the process of training highly qualified personnel; an active policy on the labor market, providing for the creation of new jobs and the use of innovative forms of employment (Chiles, 2021).

In our opinion, a number of factors are involved in the process of forming modern trends in the development of the world labor market. Among them, they deserve special attention:

1. International division of labor, which determines the distribution of labor depending on the specialization of each individual country, taking into account the peculiarities of the production of goods and services and their exchange in the interstate space.
2. Structural restructuring of the world markets of goods and services, changes in the supply and demand ratios for them caused by transformational fluctuations in the world economy and the transition to a new technological order.
3. International migration of labor and capital, which forms the distribution of the world labor market by segments and contributes to the emergence of so-called centers of attraction of labor resources.
4. The impact of innovations and STP, which is expressed in the growing demand for highly skilled labor and manifests itself in the form of a «brain drain» from one country to another, as well as a relatively new phenomenon - «brain exchange», which is caused by the intensification of migration flows from economically developed countries to developing countries, both from among MNC workers and as independent highly qualified specialists.
5. The growing role of MNCs in the processes of labor mobility. The desire to maximize profits entails the need for MNCs to move production and, accordingly, labor to regions with low wages, which makes it possible to save money on wages. At the same time, there are positive consequences of such movements for developing countries, since in this case they have the opportunity to improve their own well-being. Among the trends of recent years is a certain equalization of wages in the countries of the world, which is caused by the need to revise minimum social standards and increase the level of wages, taking into account social priorities of economic development, attracting highly qualified labor, as well as young people, which represents the intellectual potential of the country. However, the low level of wages still takes place in developing countries, forming their competitive advantages in attracting investments and locating production facilities of foreign companies.
6. The influence of international organizations that are the coordinators of processes that take place at the global level, in particular in the field of employment and social and labor relations.
7. Cyclical development of the world economy, which affects all aspects of the development of socio-economic relations, including the functioning of the labor market.

All these factors have a significant impact on social security, in particular in the context of the development of the labor market, causing the emergence of new threats, which is expressed, first of all, in an increase in unemployment and property stratification of society due to a significant level of differentiation of incomes of the population in the context of individual countries and territories. Thus, in the process of identifying the main threats to the development of the labor market, the leading role is played by those that reflect existing and potential problematic phenomena in the field of employment security and wage security.

4.2. World experience in the development of youth entrepreneurship

World experience and business practice show that one of the most important signs of a developed market economy is the development of a system of small and medium-sized enterprises. The most dynamic element of the constantly changing structure of the national economy is the youth business (Figure 3).

The acquired experience and positive results of the development of youth entrepreneurship in countries that have passed the stage of reforming economic systems indicate that it is one of the means of creating additional jobs and reducing unemployment, activating innovative processes, developing competition, and quickly saturating the market with goods and services. That is why the introduction of foreign experience for the development of youth entrepreneurship in Russia is relevant (Bellandi, 2021).

According to statistics, more than 300 million young people around the world either do not have a permanent job or are unemployed at all (Figure 4). More than 20% of them have all the abilities necessary to start their own business, and only about 5% of them decide to do it (Tari, 2021).

A number of specific problems that affect the willingness of young people to create their own business projects remain unresolved in Russia today, these should include:

1. Perception of entrepreneurs by the mass consciousness. Entrepreneurs as a social group are not among the leading professional preferences of young people. In the youth environment, this type of activity is perceived in the context of overcoming difficulties, and not achieving success.

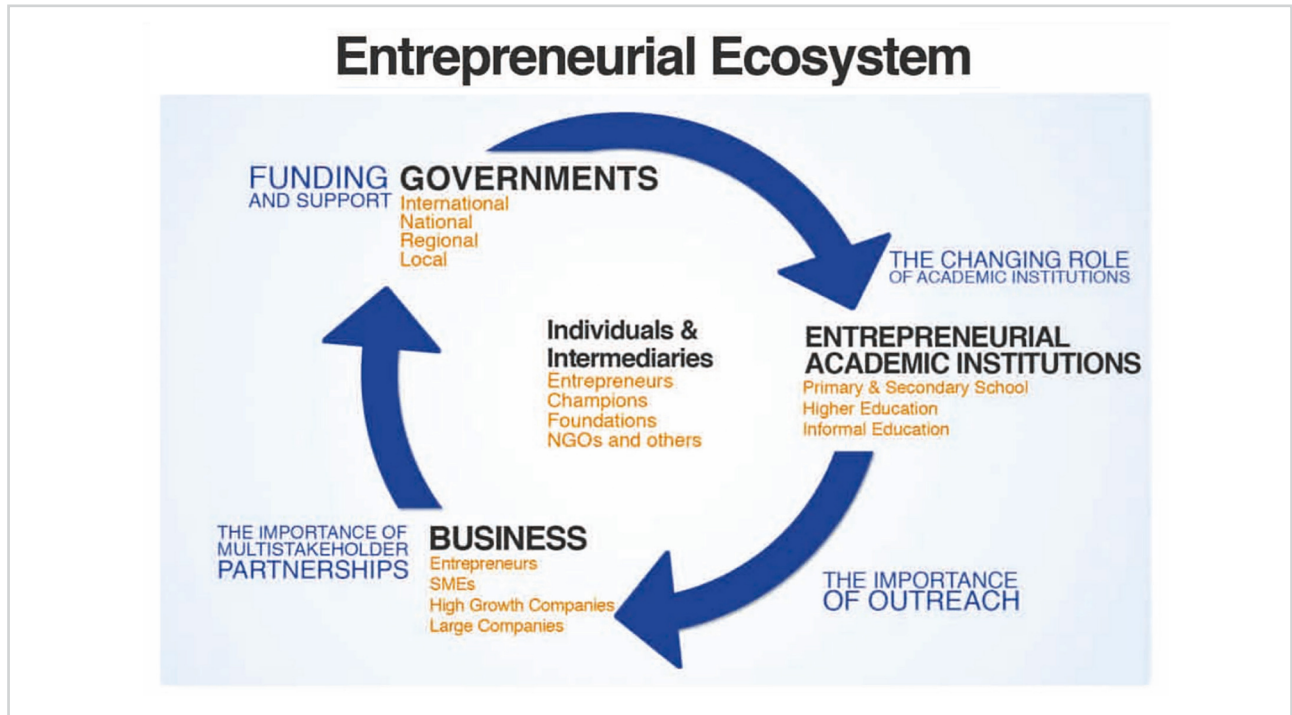


Figure 3:
Entrepreneurial ecosystem in the world
Source: <https://oecd.org/>

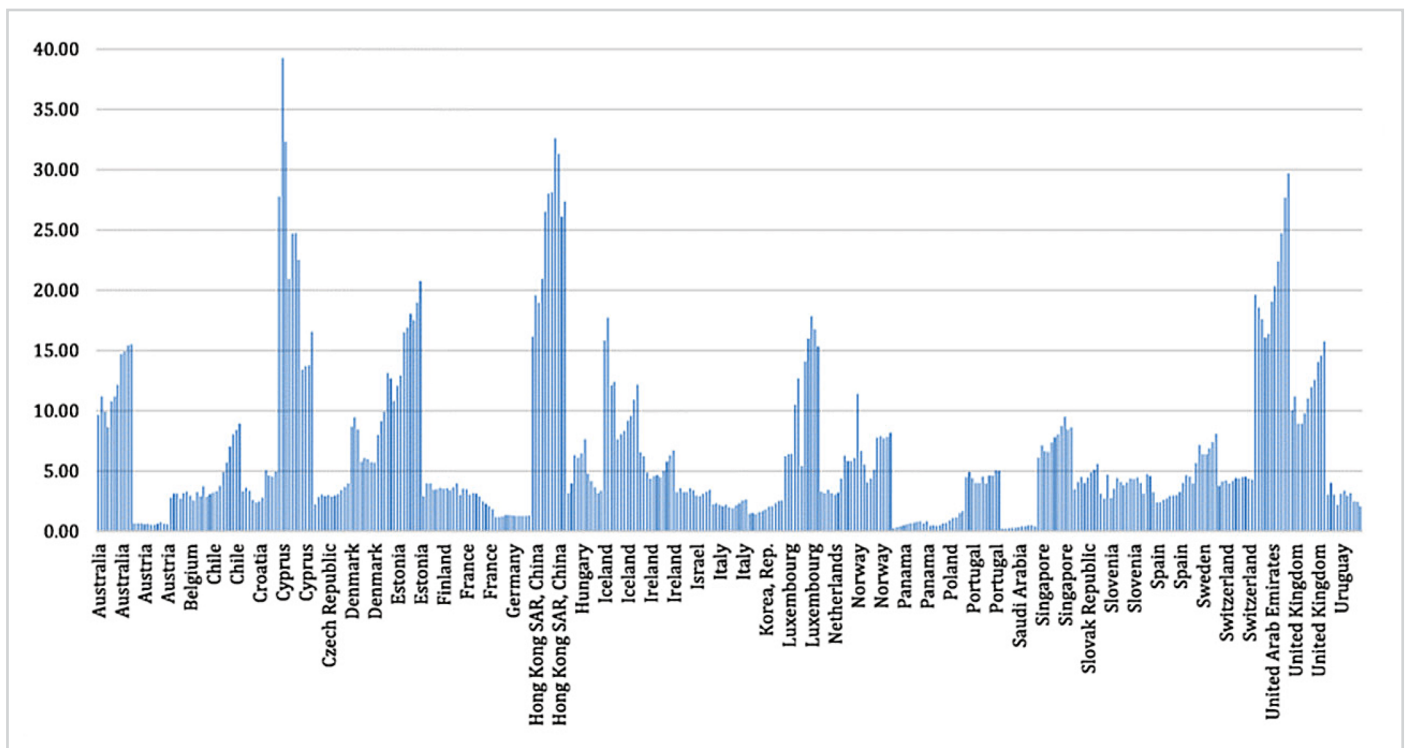


Figure 4:
New business density (per 1000 people)
Source: World Bank research (2020)

2. Educational component. Currently, only theoretical economic knowledge is provided in traditional educational institutions of the country, but the incentives and behavioral competencies necessary for the start and successful development of their business in the field of business are either not formed at all or are in the initial stages of formation.
3. The lack of platforms for informing young people about the existence of state and international organizations that finance and support small and medium-sized businesses.
4. Starting conditions. Events and various kinds of programs aimed by the state at supporting youth as a social group have not yet produced visible results. Administrative, legal and financial barriers are quite insurmountable (Thomas, 2021).

Digitalization of processes, digital transformation, digital education, digital marketing - the word «digital» has been on everyone's ear for several years. The current crisis, with its bombshell effect, has already proved to us that not only the future of business lies in the transition to digital technologies, but the present is at stake if we do not act quickly.

Now companies are forced to switch to technologies that they did not plan to implement until some time ago, and to reconsider their strategic priorities. «Become digital or die» - this is the reality that the COVID-19 epidemic has brought us to. The main problems we are facing can be solved through digital transformation:

The need of business owners to protect their employees: the epidemic can be the turning point after which remote work will become a common practice and prove to leaders that their employees can work from home as effectively as in the office with the right technologies, the right approach to management and culture.

Networking and business communications: Due to quarantine, all major events were canceled, as well as all air travel and trips. One alternative to face-to-face meetings is video conferencing; there are also many platforms that offer networking opportunities.

Continuous learning: virtual schools, self-study courses, online learning platforms, distance learning management systems are examples of how digitalization of education can help teachers during forced school closures and in further practice.

Failures and disruptions in supply chains and production stoppages - hence the growing demand for process automation and robotics.

Strategy and tactics of maintaining the viability of the company in conditions of chaos.

Thanks to self-isolation and quarantine, the popularity of e-health applications and telemedicine has increased. Telemedicine plays a crucial role during the coronavirus: it allows doctors to keep a safe distance and direct care and limited funds to emergency cases. It is also important for all other urgent conditions that do not stop due to the coronavirus, such as diabetes, heart disease or cancer. Examples of the most popular (and reliable) telemedicine applications in the USA are One Medical, Teladoc, Amwell, HeyDoctor from GoodRx, PlushCare and others. The popularity of many of these applications continues to gain momentum: the number of consultations scheduled through PlushCare has increased by 70%, the use of the Amwell application has increased by 158% in the United States and by 650% in Washington state alone.

IoT, AI, Big Data and Blockchain

These digital tools can be used as an addition to two traditional health strategies aimed at combating coronavirus:

- 1) monitoring, surveillance and prevention;
- 2) mitigation of health impacts indirectly related to COVID-19.

The Internet of Things (IoT) is used for real-time tracking and updating of various online databases in the USA, Great Britain and China, real-time tracking of high-risk areas in Korea (<http://coronamap.live/>; <https://coronaboard.kr/en/>), virtual clinics (Pingan, China), public information dissemination via WhatsApp in Singapore.

Big data is used to model the activity of the disease, the potential increase in morbidity and distribution zones; modeling the readiness and vulnerability of countries in the fight against coronavirus; business modeling of pharmaceutical supplies for various medicines, etc.

Examples of using artificial intelligence (AI, AI):

- detecting COVID-19 on chest X-rays (Beijing Hospital) and predicting disease progression based on clinical data and images;
- AI for automatic diagnosis of medical conditions unrelated to COVID-19 (Zhongshan Ophthalmology Center, China);
- medical chatbots.

Blockchain can be used for: production and distribution of COVID-19 vaccines as soon as they are available; insurance claims in case of illness or death related to COVID-19; distribution of conventional medicines with delivery to local pharmacies or to the patient's home address.

5. Conclusion

The practical component should include the possibility of obtaining various kinds of consultations, seminars and round tables with the participation of stakeholders and business experts. In addition, participants should be provided with information with concrete life examples about the use of the resources of specialized funds and ways to obtain state support.

The implementation of the proposed concept of a network of interuniversity business clubs in Russia will contribute to:

1. Activation of flows of youth entrepreneurial projects.
2. Accumulation of intellectual potential in Russia.
3. Increasing the number of socially responsible business representatives.
4. Spreading the ideology of entrepreneurship among young people.
5. Increasing the number of jobs due to the development of youth business.

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