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FACTORS DETERMINING THE DEVELOPMENT OF SMALL BUSINESS AND ENTREPRENEURSHIP



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Abstract. This article examines the direct and indirect factors determining the development of small business and entrepreneurship and assesses the extent to which various factors influence small businesses. These factors were studied in detail by the author, and a more comprehensive classification of the factors determining the development of small business and entrepreneurship was developed.

Keywords: small business, entrepreneurship, external environment, internal environment, direct factors, indirect factors, Uzbek model.

Аннотация. В статье рассматриваются прямые и косвенные факторы, определяющие развитие малого бизнеса и предпринимательства, а также оценивается степень влияния различных факторов на деятельность субъектов малого бизнеса. Автором подробно изучены данные факторы и разработана более комплексная классификация факторов, определяющих развитие малого бизнеса и предпринимательства.

Ключевые слова: малый бизнес, предпринимательство, внешняя среда, внутренняя среда, факторы прямого воздействия, факторы косвенного воздействия, узбекская модель.

INTRODUCTION

In Uzbekistan, small business and entrepreneurship began to take shape simultaneously with the transition to market economic relations. From the first years of independence, reforms were carried out to develop private ownership, create a legal framework for entrepreneurial activity, and form a competitive environment.

During the transition to a market economy, that is, in the 1990–2000 period, laws, as well as economic and social conditions leading to the formation of market relations, began to be created in order to ensure the broad development of small business and entrepreneurship. In particular, the implementation of privatization processes, the improvement of ownership relations, and the formation of the regulatory and legal framework governing entrepreneurial activity had a significant impact on the development of the small business sector¹.

At present, the study of factors influencing the sustainable development of small business and entrepreneurship entities has important scientific and practical significance. This is because the effective operation of small business depends not only on internal capabilities but also on the external economic, legal, social, political, and institutional environment.

Therefore, this article systematizes the external and internal factors that determine the development of small business and entrepreneurship and analyzes the specific features of their influence.

¹ Based on the scientific research conducted by the author, it was determined that the privatization processes carried out during the transition to a market economy (1992–1994), the active functioning of the state mechanism (1994–2000), as well as efforts aimed at ensuring the priority of the principles based on the "Uzbek model," contributed to the formation of external environmental factors necessary for the development of small business and entrepreneurship entities. In particular, the establishment of private ownership, the legal regulation of entrepreneurial activity, and the creation of state support mechanisms made it possible to strengthen the role of the small business sector in the economy.

LITERATURE REVIEW

The factors influencing the development of small business and entrepreneurship have been widely studied in the economic literature. An analysis of scientific sources shows that the effective operation of small businesses largely depends on the state of the external environment, internal management capabilities, and the institutional conditions created by the state.

In the studies of O.A. Aripov, the factors affecting small business and entrepreneurship entities are divided into factors of direct and indirect influence, and their importance in shaping the business environment is highlighted [3; 4].

Yo. Abdullaev and Sh. Yuldashev emphasize the interrelationship between external and internal environmental factors in small business activities and demonstrate the influence of economic, organizational, and managerial factors on enterprise development [1].

Foreign studies also widely discuss the formation of the entrepreneurial environment, market factors, the competitive environment, and the importance of the internal capabilities of enterprises. In particular, V.Ya. Gorfinkel, V.P. Samarina, and other scholars have substantiated the importance of management, marketing, personnel, and production factors in the internal environment of small enterprises [8; 9].

Based on the generalization of existing scientific approaches, there is a need for a broader classification and systematization of the factors influencing the development of small business and entrepreneurship.

Research Methodology

In the research process, a systematic approach, comparative analysis, scientific abstraction, generalization, and classification methods were used to study the factors influencing the development of small business and entrepreneurship.

The theoretical and methodological basis of the study consisted of national and foreign economic research on the development of small business and entrepreneurship, the formation of the business environment, and state support for entrepreneurial entities.

During the study, the factors affecting small business entities were examined from the perspective of the external and internal environment. External environmental factors were divided into factors of direct and indirect influence, while internal environmental factors were systematized as process-related and personal factors.

ANALYSIS AND RESULTS

The factors influencing the development of small business and entrepreneurship entities can be divided into two main groups:

- External environmental factors;
- Internal environmental factors.

External environmental factors affect small business activities through conditions formed outside the enterprise. In turn, they are divided into factors of indirect and direct influence.

Table 1
External Environmental Factors²

Factors	Classification
Indirect influence factors	
Economic	The general economic situation in the country and in individual regions; existing economic conditions for doing business; the level of effective demand of the population (consumers).
Socio-demographic	The socio-economic situation related to employment and unemployment levels; the demographic situation in the country; the standard of living of the population.
Legal	The legal environment that defines the rights, obligations, and responsibilities of businesses and other market participants.
Institutional and social stability	The institutional environment characterized by social stability and consistent socioeconomic development.
Socio-cultural	The cultural environment associated with the process of cultural development; interaction between cultural traditions and innovations.
Scientific and technological	The influence of scientific and technological progress and the firm's ability to adopt relevant innovations.
Natural and climatic	Climatic conditions and the availability of natural factors of production.

² Source: compiled by the author based on the literature reviewed.

Factors	Classification
International	Major international developments and unforeseen events may indirectly influence the continuity and development prospects of the firm. Consideration of these factors can contribute to the effective organization of the firm's foreign economic activities.
Direct influence factors	
Suppliers	Provide the firm with raw materials and materials, equipment, and labor resources (recruitment agencies, employment services, and similar organizations).
Consumers	Individuals, households, manufacturing firms, intermediary firms, budgetary organizations and institutions, and foreign consumers.
Institutional and organizational environment	Organizations that ensure the coordination of economic activity, commercial operations, business relations, and other processes.
State support system	Creation of favorable conditions for the development of small business by government authorities; availability of effective support programs.
Competitors	Enterprises selling similar products or providing similar services.
Stakeholder groups	External forces with various interests that directly influence the firm's decision-making and are related to its activities.
Supporting infrastructure	A system of state, non-state, public, educational, and commercial organizations that provide financial, advisory, property-related, and training assistance to small enterprises, as well as a number of business services.

Although these factors may not directly affect small business activities in every case, they determine the strategic decisions and development opportunities of enterprises.

The external environment of small business and entrepreneurship is understood as the totality of external factors and conditions that directly or indirectly affect the formation and development of small business and entrepreneurship. In our opinion, it is logically correct to divide environmental factors into two groups because the factors included in them have different degrees of influence on small businesses. These factors can be grouped into factors of direct influence (microenvironment) and factors of indirect influence (macroenvironment) (Figure 1).

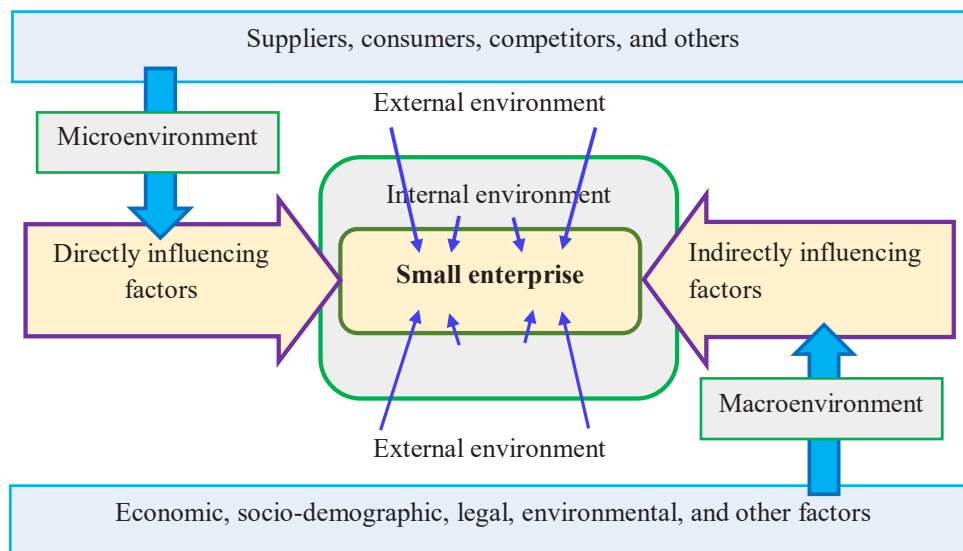


Figure 1. Direct and Indirect Factors Affecting a Small Business Enterprise³

Indirect factors are factors that may not immediately affect small business activities but ultimately influence their operation. Among the factors of indirect influence, economic, socio-demographic, legal, and other factors should be distinguished. To support sustainable business development, entrepreneurs should consider relevant external factors and conditions and assess their potential influence on business performance.

In modern conditions, the state support system is considered one of the most important factors in the development of small businesses. In this regard, the existence of a legal framework, preferential financing mechanisms, information and consulting services, business incubators, technology parks, and other infrastructure facilities is of great importance.

³ Developed by the author.

The internal environment of small business enterprises also plays an important role in their development. Internal factors can be divided into the following groups:

- operational factors: organizational structure, production, finance, marketing, and management processes;
- personal factors: the qualifications and motivation of managers and employees, team relations, and corporate culture.

Operational factors include elements ranging from organizational issues to functional components, and they make a significant contribution to strengthening the effective operation and market participation of a small enterprise.

The author places special emphasis on marketing factors and argues that marketing should be well organized within an enterprise. This is because marketing is one of the most important areas of activity for any enterprise. "It is marketing that enables an enterprise to be competitive and successful in the market" [11]. The importance of marketing is associated with its role in understanding customer needs and assessing the competitive environment.

The group of personal factors includes the human resources component, as well as socio-psychological, moral, and cultural factors.

Marketing activity, in particular, is of great importance in ensuring the competitiveness of small business entities in the market. Studying market demand, identifying consumer needs, and developing competitive strategies are among the factors that determine the success of an enterprise.

CONCLUSION AND SUGGESTIONS

The results of the conducted research show that the development of small business and entrepreneurship is shaped by the interaction of many external and internal factors.

While external environmental factors determine the general conditions for the activities of enterprises, internal environmental factors determine the degree to which an enterprise effectively uses its existing capabilities.

In order to increase the effectiveness of small business development, it is important to improve state support mechanisms, develop entrepreneurial infrastructure, stimulate innovative activity, and increase the internal management potential of enterprises.

From this perspective, the comprehensive consideration of external and internal factors, the strengthening of their interrelationship, and the development of management mechanisms adapted to regional characteristics remain important areas for further research and practice.

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