Platform economy in Russia: regional aspect

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Abstract—The article analyzes the impact of digital transformation on small and medium-sized businesses. Revolutionary changes in business models based on the use of digital platforms can lead to a radical increase in market size and competitiveness of SMEs. On the basis of the system approach conceptual models-matrices of factors of influence on the sector of enterprises of SMBs taking into account their features were developed. Implementation of the proposed approaches will enhance the involvement of SMEs in the development of the region.

Keywords—platform economy, factors of competitiveness of small and medium business, organizational innovations, digital transformation

I. INTRODUCTION

Currently, the greatest attention in regional policy is paid to the development of small business, which is the basis of economic growth. This fact is especially important for those regions that need to increase the market value of enterprises in the production sector of the economy. Industrial and agricultural enterprises will be the main source of growth for the manufacturing/food industry, high-performance jobs, and areas of import substitution and export saving. It will form the basis for the budget creation of the entity of the Russian Federation. However, today the amount of small enterprises get behind of the needs for the national economy of Russia.

II. CLASSIFICATION OF SMALL MANAGEMENT FORMS

To analyze the growth opportunities of SMEs, we will build a classification of small businesses adopted in various industries, presented on fig. 1.

![Fig. 1. Classification of small management forms](image_url)

III. EFFECTS OF PLATFORM ECONOMY

The effects of development of digital platforms can lead to a radical increase in market size and competitiveness of SMEs. On the basis of the system approach conceptual models-matrices of factors of influence on the sector of enterprises of SMBs taking into account their features were developed. Implementation of the proposed approaches will enhance the involvement of SMEs in the development of the region.

The benefits can be both economic and communicative; digital platforms can lead to a radical increase in market volumes and competitiveness of companies.

The companies significantly reduce transaction costs and the time interval for bringing a new product to the market through the use of digital platforms and associated ecosystems, which are not owned and controlled by the product companies.

The effect of the platform is that it represents greater potential for innovation and growth than a single product-oriented firm can generate alone. Platforms, in a broad sense, are the “building blocks” of the economy that attract investment and innovation from other companies to develop complementary products and services [1]. The platform economy as a tool for the development of small businesses is a high-tech business model that creates value by facilitating exchanges between two or more interdependent groups of participants. The capitalization of companies actively using digital platforms in 2016 increased significantly compared to 2011, thereby displacing from the first places such giants as General Electric, Exxon Mobile, Shell, etc.

The digital platform has the following characteristics:

- Interplay between platform participants are described in special protocols. They are algorithmized. Adjustment of the interaction system is possible only from the initiator of the platform;
- The relationship between the participants of the platform is based on the principle of mutual benefit. The benefits can be both economic and communicative;
The platform has a global scale. The principle of involvement of the platform participants in the development of regional, Federal, global economy.

Unified information environment for interaction of participants has a certain configuration.

The classification of digital platforms developed by the participants of the program "Digital economy of the Russian Federation" under the leadership of B. M. Glazkov [2] is given in table 1.

<table>
<thead>
<tr>
<th>TABLE I. TYPES OF PLATFORMS</th>
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<td><strong>Main specification</strong></td>
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<td><strong>Form</strong></td>
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<td>Reducing the impact of endogenous factors</td>
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<tr>
<td>Reducing the impact of exogenous factors</td>
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<td>The agricultural sector</td>
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Some of consulting agencies (for example, J. P. Morgan) notes that when the platform economy concept the mechanisms of interaction of market participants are significantly simplified. Direct interaction "seller-buyer" is carried out on the platforms, the transfer of funds is also carried out through the platform. Platform works in the "24 by 7" format without taking into account the difference in time zones. It get the possibility of growth of the share of the self-employed population. Working on the implementation of digital platforms is at the beginning of its development. And it is too early to give statistics on the implementation of such projects in Russia and in some region.

The purpose of development of digital platforms are declared in development in the region and in the national project "SME Development". We will analyze the impact of endogenous and exogenous factors affecting the development of digital platforms.

The endogenous factors that determine the essential characteristics of the system include:

- the level of management and marketing in small business;
- lack of qualification of managers of small businesses in matters of market and ICT management;
- features of intra-industrial relations in small business.

The exogenous factors affecting the system from the outside include:

- features of SME development in Russia,
- restrictions on access to information and financial resources and the lack of effective regional infrastructure for SME development;
- severalty of small businesses from large businesses.

IV. REGIONAL DIGITAL PLATFORMS

Consideration of these factors is most important in the development of digital platforms. An example of such solutions is given in the form of a matrix "Form/Factor". Industry principle and types of factors can be used as the fields of the matrix (table 2).

Thus, the implementation of activities will allow activating the work on the creation of digital platforms and building the base for comprehensive involvement of entrepreneurs in the region development. So far, it should be noted that the development of digital regional platforms has evolved from individual benefits for doing business to full-scale multidirectional support. However, these measures are not enough in a rapidly changing world and require more detailed research.

REFERENCES

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