

## **IMPROVING REGIONAL REGULATORY PLATFORM TOOLS FOR THE DEVELOPMENT OF SMALL AND MEDIUM BUSINESSES**

A.V. Zakharkina, O.A. Kuznetsova

Perm State National Research University, Perm, Russia

*Bulletin of Omsk University. Series "Law". 2019.Vol. 16, No. 4, P. 94–103.*

**Кузнецова Ольга Анатольевна** – доктор юридических наук, профессор кафедры предпринимательского права, гражданского и арбитражного процесса

Юридический факультет  
Пермского государственного национального  
исследовательского университета

Адрес для корреспонденции: 614990, Россия,  
Пермь, ул. Букирева, 15

E-mail: kuznetsova\_psu@mail.ru

SPIN-код: 9888-8090, AuthorID: 705184

---

## IMPROVING REGIONAL REGULATORY PLATFORM TOOLS FOR THE DEVELOPMENT OF SMALL AND MEDIUM BUSINESSES

**A.V. Zakharkina, O.A. Kuznetsova**

Perm State National Research University, Perm, Russia

**Introduction.** Taking into account the priorities of the state policy in the field of economic and innovative development of the Perm region, assessment of the regional potential of the digital economy, the strategic importance of economic activities implemented by SMEs for the economy of the region and the country as a whole, the actual impact of the norms on the instruments of development of small and medium-sized enterprises in the Perm region is assessed. **The purpose** of this study is to improve the regional regulatory platform of tools for the development of small and medium-sized businesses in the Perm region in order to gain the status of an investment-attractive region in the digital economy of the Russian Federation, taking into account the Strategy of the information society in the Russian Federation, which will ultimately contribute to the development of e-business in the Perm region, rehabilitation and competitiveness of the economy of the Perm region in the global market. **Methodology.** The General methodological basis of the study was the dialectical-materialistic method of cognition of legal reality, which allowed to study the tools of development of small and medium-sized businesses in the Perm region in their development, to consider the problems of tools for the integrated development of small and medium-sized businesses in the Perm region, taking into account the changed socio-economic conditions in inseparable unity with other related tools relevant to the needs of digitalization of society. Such universal scientific methods as analysis and synthesis of doctrinal and normative materials were used in the work. In addition, special legal methods were used: the method of legal modeling, which allows to design possible legal situations using digital tools for the development of small and medium-sized businesses in the Perm region; the method of systematic interpretation used in assessing the actual impact of regional norms on the tools of development of small and medium-sized businesses in the Perm region. **Results.** The article proposes a new tool for the development of SMEs as a regional electronic platform for the promotion of goods, works and services of SMEs in the Perm region. Attention is paid to the level of digital literacy of SMEs and consumers of their goods, works and services: the conclusion about the lack of digital competence. **Conclusion.** It is necessary to improve the regional regulatory platform taking into account economic trends: it is important to introduce digital competencies everywhere, including at the professional level in relation to SMEs in the Perm region, in order to increase the business activity of young people and other representatives of the working population. As for the actual introduction of new tools for the development of small and medium-sized businesses in the Perm region, we propose that the regional legislator develop a new electronic information platform at the expense of the regional budget to promote goods, works and services sold by SMEs in the Perm region. We believe that the measures proposed by us to enhance the economic activity of SMEs can be perceived by other regions.

**Keywords:** digital economy of the Perm region; digital technologies; electronic business; virtual economic relations; regional regulatory platform; small and medium-sized businesses; attractive legal and economic climate for foreign investors.

**Acknowledgments.** The study was carried out with the financial support of RFBR and Perm region in the framework of the scientific project № 19-411-590001 p\_a.

---

### REFERENCES

1. Andreeva L.V., Andronova T.A., Apresova N.G., etc.; Ershov I.V. (ed.). *Small and Medium Business: Legal Support*. Moscow, Yurisprudentsiya Publ., 2014. 460 p. (In Russ.).

2. Stepin A.B. On the Issue of State Support for Small and Medium-Sized Businesses. *Sovremennoe pravo = Modern Law*, 2019, no. 2, pp. 76-79. (In Russ.).
3. Gerasimenko Yu.V., Syntin A.V. Rules of Granting Subsidies to Small and Medium-Sized Businesses: Problems and Prospects of Improvement. *Sovremennoe pravo = Modern Law*, 2018, no. 10, pp. 51-59. (In Russ.).
4. Andreeva L.V. Predictive Assessment of the Effectiveness of Changes in the Rules on the Participation of Small and Medium-Sized Businesses in Regulated Procurement. *Predprinimatel'skoe pravo = Business Law*, 2018, no. 2, pp. 34-41. (In Russ.).
5. Bairashev V.R. Legal and Economic Barriers of Participation of Subjects of Small and Medium Enterprises in the Procurement of 44-FZ and 223-FZ. *Progoszakaz.rf. = Progestinas of the Russian Federation*, 2018, no. 6, pp. 22-28. (In Russ.).
6. Belyaeva O.A. Features of Participation of Small and Medium-Sized Businesses in Corporate Procurement. *Zhurnal predprinimatel'skogo i korporativnogo prava = Journal of Business and Corporate Law*, 2018, no. 2, pp. 20-23. (In Russ.).
7. Geraniou E., Jankvist Uffe Th. Towards a definition of "mathematical digital competency". *Educational Studies In Mathematics*, 2019, vol. 102, iss. 1, pp. 29-45.
8. Avalos C., Perez-Escoda A., Monge L. Lean Startup as a Learning Methodology for Developing Digital and Research Competencies. *Journal of New Approaches in Educational Research*, 2019, vol. 8, iss. 2, pp. 227-242.
9. Anh-Vinh Le, Duc-Lan Do, Duc-Quang Pham. Exploration of Youth's Digital Competencies: A Dataset in the Educational Context of Vietnam. *Data*, 2019, vol. 4, iss. 2, number of Article 69.
10. Solovykh N.N. Digital Economy Dictates the Need for Qualified Personnel with New Competencies. *Rossiiskii sledovatel' = Russian Investigator*, 2018, no. 5, pp. 64-68. (In Russ.).
11. Novoselova L., Gabov A., Savelyev A., Genkin A., Sarbash S., Asoskov A., Semenov A., Yankovsky R., Zhuravlev A., Tolkachev A., Kamelkova A., Uspensky M., Krupenin R., Kislyi V., Zhuzhzhlov M., Popov V., Agranovskaya M. Digital Rights as a New Object of Civil Law. *Zakon = Law*, 2019, no. 5, pp. 31-54. (In Russ.).
12. Andreev V.K. On the Concept of Digital Rights and Their Turnover. *Zhurnal predprinimatel'skogo i korporativnogo prava = Journal of Business and Corporate Law*, 2018, no. 2, pp. 38-41. (In Russ.).
13. Yatsenko T.S. Inheritance of digital rights. *Nasledstvennoe pravo = Inheritance law*, 2019, no. 2, pp. 11-14. (In Russ.).
14. Vasilevskaya L.Yu. Token as a New Object of Civil Rights: Problems of Legal Qualification of Digital Law. *Aktual'nye problemy rossiiskogo prava = Actual problems of Russian Law*, 2019, no. 5, pp. 111-119. (In Russ.).
15. Bykov A.Yu. *Law of Digital Economy: Some National Economic and Political Risks*. Moscow, Prospekt Publ., 2018. 24 p. (In Russ.).
16. Erdelevsky A.M. *On Digital Rights*. 2019. Available at "Konsul'tantPlyus" System. (In Russ.).
17. Andronova T.A. Support of Small and Medium-Sized Businesses in the Field of Distribution of Outdoor Advertising. *Predprinimatel'skoe pravo = Entrepreneurial Law*, 2018, no. 2, pp. 64-70. (In Russ.).
18. Trofimova E.V. Problems of Confirming the Status of Small and Medium-Sized Enterprises in the Conditions of Functioning of the Unified Register of Small and Medium-Sized Businesses. *Predprinimatel'skoe pravo = Entrepreneurial Law*, 2018, no. 2, pp. 25-33. (In Russ.).
19. Bondarchuk D. In the Unified Register of Small and Medium-Sized Businesses Will Get More Companies. *EZh-Yurist = Ezh-Lawyer*, 2018, no. 33, p. 3. (In Russ.).
20. Bychkov A.I. *Mobile Applications Market in Russia*. Moscow, Infotropik Media Publ., 2017. 236 p. (In Russ.).
21. Neveshkina E.V., Proshina M.G., Sosnauskene O.I. *Advertising Costs*, practical guide. Moscow, Dashkov i K° Publ., 2010. 164 p. (In Russ.).
22. Doronina N.G., Kazancev N.M., Semiljutina N.G. *Legal Regulation of Economic Relations: Global, National, Regional*, monograph. Moscow, IZiSP Publ., NORMA Publ., INFRA-M Publ., 2017. 160 p. (In Russ.).
23. Savel'ev A.I. *E-Commerce in Russia and Abroad: Legal Regulation*. Moscow, Statut Publ., 2016. 640 p. (In Russ.).
24. Guseva T.A., Grishina K.V., Letashova I.S. *Guidelines for the Organization of Small and Medium Business: Legal Aspects*. Moscow, Delovoi Dvor Publ., 2010. 80 p. (In Russ.).
25. Belikova K.M., Gabov A.V., Gavrilov D.A., et al.; Egorova M.A. (ed.). *Coordination of Economic Activity in the Russian Legal Space*, monograph. Moscow, Yustitsinform Publ., 2015. 656 p. (In Russ.).

#### About the authors

**Zakharkina** Anna – Ph.D. in Law, Associate Professor at the Department of Civil Law

Perm State National Research University

*Postal address:* 15, Bukireva ul., Perm, 614990, Russia

*E-mail:* AnnaVladimirovna2009@yandex.ru

SPIN-код: 9664-7504, AuthorID: 725828

**Kuznetsova** Olga – Ph.D. (Advanced Doctorate) in Law, Professor at the Department of Business Law, Civil and Arbitration Process

Perm State National Research University

*Postal address:* 15, Bukireva ul., Perm, 614990, Russia

*E-mail:* kuznetsova\_psu@mail.ru

SPIN-код: 9888-8090, AuthorID: 705184

#### Article info

Received – August 15, 2019

Accepted – October 15, 2019

#### For citation

Zakharkina A.V., Kuznetsova O.A. Improving Regional Regulatory Platform Tools for the Development of Small and Medium Businesses. *Vestnik Omskogo universiteta. Seriya "Pravo" = Herald of Omsk University. Series "Law"*, 2019, vol. 16, no. 4, pp. 94-103. DOI: 10.24147/1990-5173.2019.16(4).94-103. (In Russ.).