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MECHANISMS FOR THE FORMATION OF AN ACTIVE POSITION OF YOUNG PEOPLE IN THE BUSINESS ENVIRONMENT

***Abstract:** the formation of an active position of young people in the entrepreneurial environment is the most important mechanism for state support of youth entrepreneurship. Within the framework of this research, the need and urgency of state support of young people in business activity is considered. In particular, the experience of the Altai Territory is analyzed. In addition, the paper suggests several areas for improving the mechanism of state support for youth entrepreneurship.*

***Key words:** economic bases of work with youth, youth entrepreneurship.*

***Аннотация:** формирование активной позиции молодежи в предпринимательской среде является важнейшим механизмом государственной поддержки молодежного предпринимательства. В рамках данного исследования рассматривается необходимость и актуальность господдержки молодежи в предпринимательской деятельности. В частности, проанализирован опыт Алтайского края. Кроме того, в работе предложены несколько направлений совершенствования механизма господдержки молодежного предпринимательства.*

***Ключевые слова:** экономические основы работы с молодежью, молодежное предпринимательство.*

Economically strong state is respect and support rights citizens to participate entrepreneurial activities. This is the main feature not only for foreign countries but for

Russian Federation too. Entrepreneurship is an integral part of market relations. This is the main mechanism of market relations.

Youth entrepreneurship has the big potential and perspective development. In modern world there is a sharp society need to create young entrepreneurs able to occupy active position in economy and business. Absolutely, young people are the most active part of society, who always reacts very quickly to any social change, who successfully uses positive parties of this change. Consequently youth is potential of Russian entrepreneurship.

According to statistics, in international space there are about 300 million representatives youths (aged 18 to 30 years) have only temporary job or at all are unemployed. About 20% of them have a great opportunities to create and developing their own business but only 5% of youths are decided on opening own business, by virtue different circumstances [1].

Youth entrepreneurship is a leading formation mechanism for youth's active position in entrepreneurial sphere. For us, youth entrepreneurship seems complicated system that needs of special attention from state and authorities local government. Right organized support youth entrepreneurship will help ensure small business development not only in the whole country but and in each individual region. All this entails economic growth and increase investment regional attractiveness [2].

Problems of young people during creating own business:

1. Public mood. Now society has mild support youth initiatives increasing your own business. Most believes that young people need to get education to find a stable job with stable salary. Young people are not ready to risk creating something own. They imagine entrepreneurship like an incredible amount difficulties not a tool achieving stability and economic independence.

2. Education. Modern education does not give needed competence and incentives for successful entrepreneurial activity, but gives some necessary economic knowledge. Also modern education focuses on successful exams and training young professionals to work. Just recently, there began to be observed increasing university interest in youth involvement in entrepreneurial activity.

3. The complexity of the start. The desired effect of state support activities small business until it comes out. On the way forming own business youth still have many difficult barriers: financial, administrative legal and informational.

4. Low awareness. Youth not informed mostly about activities and the existence of organizations on youth support entrepreneurship. Poll results conducted by the institute department of NRU "BSU" in 2017 showed that about such organizations have perceptions of this 17% interviewed. Most respondents (70%) answered that they don't know about existences similar structures in their region. Potentially young entrepreneurs (67% of respondents) don't know what support they could would get at the regional level [4].

"Strategy state youth policy of Russian Federation till 2025" sets one of their goals "development and implementation youth capacity in interests of Russian Federation". The most important tool to achieve the specified goal is the formation active position of youth in entrepreneurial sphere as a basis economically developed of society.

On the example of the Altai territory, the author proposes to consider the mechanism of formation of active life position of young people in the business environment through state support for the development of this direction.

Altai Krai is a region with high intellectual and innovative youth potential. The total number of young people in the region as of January 1, 2017 was more than 630 thousand people. The region has accumulated successful experience in the implementation of activities aimed at the development of youth entrepreneurship.

Currently, the implementation of activities aimed at the development of youth entrepreneurship in the Altai region is carried out within the framework of the program "You are an entrepreneur" by the Main Department of education and youth policy of the region. The program was developed by the Federal Agency for youth Affairs and recommended for implementation by the Ministry of economic development of the Russian Federation. Thus, the Federal Agency for youth Affairs provides methodological and organizational support for the implementation of the program in

the region, the Ministry of economic development of the Russian Federation co-finances the program from the Federal budget.

Activities in the framework of promoting the development of MP in the Altai region have a significant amount of funding in the total funding of the regional target program "On state support and development of small and medium-sized businesses in the Altai region." This fact indicates the priority of this direction both at the regional and Federal levels. The total amount of financing activities to promote the development of MP in 26 100 thousand. RUB. – funds of the regional budget, 104 400 thousand. RUB. – Federal.

If we talk about the activities implemented within the framework of state support for the development of the MP in the Altai territory, the main emphasis is on the involvement of young people in the program, their training and support of young entrepreneurs. Particular attention is paid to the involvement of young people in the program, that is, the promotion of entrepreneurship among young people. Thus, from 2011 to 2016 the number of participants increased more than twice from 7 to 18 thousand people. If we talk about the number of newly created small and medium-sized businesses from among the participants of the program and the number of entities supported, these indicators remain at about the same level and amount to about 400 units.

Of course, along with the involvement of young people in the program, it is necessary to develop a system of support for small and medium-sized businesses created by young people. Thus, training and support of young people who want to create their own business is an important element of the development of the MP, but without the actual financial support, the newly created enterprises will not be able to solve the existing problems, such as lack of own funds, limited access to loans, irregular financing, etc. It is also necessary to develop the mechanism of property and infrastructure support, which may involve not only the implementation of budget expenditures, but also the refusal to receive part of the income.

If we talk about the geography of events in the framework of state support for the development of the MP, more than 50% of the participants fall on the capital of the

Altai territory – Barnaul. It seems reasonable that special attention should be paid to the implementation of program activities in municipal areas, since the development of MP in municipal areas, which differ from urban districts by insufficient socio-economic development, can serve as a locomotive for the development of these territories.

In addition, it should be noted that the state financing of the development of MP in municipal areas is important due to the lack of other infrastructure organizations in these municipalities to support them, such as business incubators, universities, consulting points, etc.

Thus, we can draw some **conclusions**:

1. One of the possible ways to overcome the geographical imbalance in the development of youth entrepreneurship in the Altai region can be a positive experience of incubating projects for small and medium-sized businesses in rural areas in the Novosibirsk region. Incubation of projects was carried out on the basis of interaction of regional information and consulting points on the development of small and medium-sized businesses and universities of the Novosibirsk region [4].

2. In the development of youth entrepreneurship in the Altai region there are positive changes, some of which are listed above. The reason for such changes, of course, is the state support for this direction. The increase in the amount of funding and planned values of the indicators of the implementation of the target program, within the framework of which the activities for the development of the MP are implemented, indicates the priority of this problem for the state.

3. It can be argued that the key mechanism for the formation of an active life position of young people in the business environment is the state support for the development of MP.

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