

**PROBLEMS OF INTRODUCING INNOVATIONS IN ENTREPRENEURIAL
ACTIVITY IN KRASNOYARSK REGION**

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Each of us is worried by questions: What is going to happen with our region? Krasnoyarsk region is on the threshold of new discoveries for economic and innovative activity. Our future depends on what we are doing at present. Therefore it is necessary to talk about our problems now. Since entrepreneurial activity is one of the fundamental parts of modern economy, we would like to mention problems of introducing innovations in this activity. This problem is urgent as the innovative way of development predetermines the stable position and independence of the enterprise. A task confronting us is to define the reasons of the delay in innovative development of business activity in our region.

The importance of small and medium businesses is quite obvious. According to the Ministry of Economics and regional development of Krasnoyarsk region, 33,5 thousand small and medium enterprises are registered in the region. 138,2 thousand people are employed at small and medium enterprises. Therefore it is necessary to pay attention to this activity.

Having analyzed information on this subject we revealed a number of problems of introducing innovative activity at enterprises.

The main problem which impedes the process of introduction is economic risks. To begin production of the innovative product, at first it is necessary for the enterprise to carry out the extensive market research the cost of which is quite high, and the question of their carrying out often becomes a stumbling block while establishing small or medium enterprises.

The second problem implies that the country's legislation is insufficient in the field of innovative activity. At present there are only drafts of Federal laws on innovative activity. In particular the regulatory base for the construction field is out-of-date. A big number of Construction Norms and Regulations were not updated since 1980s, state standard specifications also did not changed so it is becoming an obstacle for innovations. But it is impossible to take action within the legal framework without the support of legislative acts.

The third problem is stereotypes. It means that employees can seem to be incapable of accepting an innovation. The person's psychology is formed in a way that the person trusts the old and proved method rather than the new and unknown one. It is difficult to combat this problem since the Russian mentality developed historically, under the influence of permanent changes in the country which did not instill feelings of confidence and stability.

The next problem is difficulty in actual coordination of actions at the regional level. Particularly, the Ministry of investments and innovations is created in our region, financial resources are allocated, and the state provided support for the programs of scientific, technical and innovative activity. The business incubator which provides the enterprises with financial and consulting support was also set up. However specific results of this support were not mentioned in the report of the Department of Economic Affairs and regional development of Krasnoyarsk region. Moreover, officials are not able to give specific data how many developments were implemented in the region and their profile.

In order to solve these problems we propose the following methods:

So as to secure against economic risks, it is reasonable to use the technique of intrapreneurship. That is to create appropriate conditions for the proposal of innovative entrepreneurial ideas at existing enterprises. Resources for their implementation will be

allocated and comprehensive assistance for implementing these ideas and their practical use will be provided.

Solving the legislative problem seems to be difficult, however it should be mentioned that this problem has already been submitted for the consideration in Krasnoyarsk region. Since 2010 only companies that implement projects in the field of innovations and energy-saving technologies can count on support.

Some privileges for innovative enterprises are provided. At present the following documents are aimed at supporting innovative companies: The law «The state support of small entrepreneurship in Russian Federation» dated 14th June, 1995, providing establishment of the fund supporting small entrepreneurship; the ordinance of the Russian Government dated 31st December, 1999; the Tax code of Russian Federation, part II (2000) which provides some tax privileges for financing innovative activity of enterprises. Law of Krasnoyarsk region dated 10.07.2008 "The state support of scientific, technical and innovative activity in the territory of Krasnoyarsk region". There are also a number of Krasnoyarsk's resolutions dated 17.03.2005 No. 121 and some resolutions of General Court of Krasnoyarsk region dated 07.07.2009 No. 8-3635II; dated 25.11.2010 No. 11-5349P.

The problem of updating the country's regulatory base is urgent, and we believe that it is necessary to adapt regulatory documents for the modern economy as soon as possible because it is regarded to be not only an obstacle for existing problems, but also seems to be a big push for economic development and growth.

The best solution to the problem of stereotypes is the practical understanding of the new product. On the other hand, life dynamics simply provokes stereotypic reactions because there is the shortage of time. The manager sometimes has no time to think, look around, and it is necessary for him to make quick decisions. As a result, he chooses the easiest way, the way of stereotypes. This problem can be solved by explaining to managers its dangers and to teach them how to distinguish stereotype displays.

These managers should set personal examples of mentality and behaviour that are desirable for their employees. It is necessary for employees to obtain a permit not to follow the rules which existed in the past. Everything that surrounds them at work only supports the developed stereotypes of business. These restrictions imperceptible at first sight cover all spheres of life — career paths, the system of remuneration and, of course, operational indicators. Only by having accurate instructions, first of all from the general manager, the company can transgress an usual course of events and create environment for radical transformations.

For coordination of innovative implementation in the field of entrepreneurship at all regional levels it is necessary to set up innovative platforms at universities. This will lead to a quicker development of innovative activity and will provide enterprises with competent personnel because sometimes even managers do not have appropriate knowledge and abilities which are necessary for the successful management of enterprises. Therefore it is necessary not only to bring up leaders, but also to make our education of high quality so as to make the initial kernel much stronger.

All things considered, it is desirable to add that a considerable push for innovative development or development of distinguished innovative products will be such a condition that encouraged the consolidation of efforts of the state, regional government, entrepreneurship and scientific institutions that would create and implement important projects by putting feasible resources into them.