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МЕТОДЫ ОЦЕНКИ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ МАЛОГО ПРЕДПРИЯТИЯ В УСЛОВИЯХ ЦИФРОВОЙ ЭКОНОМИКИ

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Большинство юридических лиц в России являются малыми и средними предприятиями, поэтому развитие инновационной деятельности малых предприятий является важным элементом роста экономики государства. В условиях цифровой экономики ведение инновационной деятельности становится фактором, обеспечивающим конкурентоспособность предприятия, поэтому важность ведения инновационной деятельности возрастает. Понимая важность инновационной деятельности, необходимо разработать методику оценки инновационной деятельности малого предприятия, учитывающую специфику цифровой экономики для того, чтобы руководство предприятия могло оценить уровень и составить план инновационного развития предприятия. Для этого в статье разобран понятийный аппарат инноваций, описаны существующие методики оценки, описаны их минусы, приведены современные технологии и методы управления, которые необходимо учитывать при оценке предприятия в условиях цифровой экономики. Рассмотрена инновационная инфраструктура и методика ее оценки. Предложена методика оценки инновационной деятельности малого предприятия и методика оценки социально-экономического эффекта от инновационной деятельности.

Ключевые слова: инновационная деятельность, малое предприятие, цифровая экономика, методы оценки.

METHODS FOR ASSESSING THE INNOVATIVENESS OF A SMALL ENTERPRISE IN THE DIGITAL ECONOMY

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Most of the legal entities in Russia are small and medium-sized enterprises, therefore the development of innovative activities of small enterprises is an important element of the growth of the state economy. In the digital economy, innovation is becoming a factor in ensur-

ing the competitiveness of an enterprise, so the importance of innovation is growing. Understanding the importance of innovation, it is necessary to develop a methodology for assessing the innovative activity of a small enterprise, taking into account the specifics of the digital economy, so that the management of the enterprise can assess the level and draw up a plan for the innovative development of the enterprise. To do this, the article analyzes the conceptual apparatus of innovation, describes the existing assessment methods, describes their disadvantages, presents modern technologies and management methods that must be taken into account when assessing an enterprise in a digital economy. The innovation infrastructure and the methodology for its assessment are considered. A method for assessing the innovative activity of a small enterprise and a method for assessing the socio-economic effect of innovative activity are proposed.

Keywords: *innovativeness, small business, digital economy, assessment methods.*

Introduction

Small business can give a powerful impetus to the development of innovative activities. It is due to the purposeful innovative activity of small enterprises that scientific breakthroughs are made, and human resources are created. The speed of creating an innovative product in small enterprises is often higher than in large ones due to the lack of bureaucratization of the management system, a small number of personnel, close contacts between management and employees, and the promptness of decision-making.

One of the hallmarks of small businesses doing innovative business is that small businesses need and often rely on innovative infrastructure support. Therefore, the regions that are interested in increasing the rate of innovation are engaged in the constant development of innovation infrastructure.

In general, small businesses are characterized by a high degree of interest in the production of an innovative product, which contributes to the creation of a high level of innovative activity.

The transition to the digital economy contributes to the conduct of innovative activities of the enterprise, since one of the components of the digital economy is an innovative economy (Figure 1).

In the digital economy, all the resources of non-technological competition (due to cheap labor, raw materials and energy, etc.) have turned out to be almost exhausted, therefore, the ability of an enterprise to carry out innovative activities is of particular importance [1, 11]. In Russia, a boom has begun in the creation by companies of their own R&D centers that develop innovations.

Methodology

The paper analyzes the experience in the field of innovative development of enterprises in the context of digitalization of economic activity and the widespread introduction of innovations, described in the works of the following authors: I.L. Avdeeva, S.G. Alekseev, Ch.M. Aung, A.A. Anisimov, Portnov E.M., Gagarina L.G., Baklanova Yu.O., Barsukova, Yu.V., Basaev Z.V., Bendikov M.A., Khrustalev E.Yu., Blyakhman L.S., Borisoglebskaya L.N., Polyakov A.V., Bortnik I.M., Senchenya G.I., Mikheeva N.N., Zdunov A.A., Kadochni-

Fig. 1. Components of the digital economy (compiled by the author)

kov P.A., Sorokina A.V., Budavey Yu.V., Valdaitsev S.V., Veselovsky M.Ya., Voldachek L., Gamidov G.S., Kolosov V.G., Osmanov N.O., Gnevko V.A., Golikova Yu.B., Golovenchik G.G., Grachev I.D., Nevolin I.V., Grigoriev K.N., Gunin V.N., Gureev P.M., Grishin V.N., Gusev M.S., Babanova Yu.V., Danko M., Dezhina I.G., Saltykov B.G., Dorofeev V.D. and others.

Practical and theoretical developments in the field of assessing innovative activity, innovative potential, innovative activity are reflected in the works of such authors as Khrustalev E.Yu., Levinson A., Lisin B.K., Fridlyanov V.N., Makarov, V.V., Slutsky M.G., Ustrikov N.K., Manuilenko V.V., Mishchenko A.A., Maskaikin E.P., Artser T.V., Maslyukovskaya A.S., Matveikin V.G., Matuzova I.V., Mashevskaya O.V., Mukhacheva A.V., Nefediev A.D., Nikolaev A.I., Panzabekova A.Zh., Nurlikhina G.B., Pakhomov M.A., Korenyako A.A., Pats M.V., Medvedev V.A., Peshkov V.V., Selyugina O.N., Podymalo D.K., Sergeev V.A., Polyakova A.P., Solodkov M.V., Prokofiev K.Yu., Rakhimov T.R., Vidyaev I.G., Rakhmeeva I.I., Rat G.I., Mordinova M.A., Chaudary S.P., Alstein M., D. Parker D., Samostroenko G.M. and other researchers.

In the process of writing the article, various methods of scientific research were used. Empirical research methods such as comparison, measurement. Theoretical research such as methods of analysis and synthesis, modeling.

Conceptual apparatus of innovation

To create a methodology for assessing the innovative activity of a small enterprise in a digital economy, it is necessary to consider the basic concepts and definitions associated with innovation, including the features of the digital economy. Correctly formulated definitions form a reliable basis for research.

A number of concepts are closely related to the concept of innovation: innovation potential, innovation activity, innovation activity, innovation, innovation, innovation infrastructure, innovation climate, innovation sphere / environment, innovation space. The relationship of concepts is shown in Figure 2.

Fig. 2. Conceptual apparatus of innovation

Innovative potential, innovative activity form the innovative activity of the enterprise. That is, innovative activity includes actions to create and the process of creating innovations [5, 10].

The company innovates using external tools. The combination of these tools forms an innovation infrastructure. Thus, the innovation infrastructure in Figure 2 is marked as intersecting with the innovation activity of the enterprise, which is confirmed by the definitions of innovation activity proposed by V.V. Peshkov, O. N. Selyugina, A. Sklyarov and A. Gubanov [3, 6].

The innovation climate, like the innovation infrastructure, includes the formation of personnel, but additionally includes conditions that are not directly related to innovation. These can be legal norms, government decrees that affect the innovative activity of the enterprise, but do not overlap with it.

An innovation environment or sphere is the broadest concept around the innovation activity of an enterprise, combining all the innovation activities of an enterprise, infrastructure and an innovation climate.

The innovation environments of different enterprises form the innovation system of the region. The most general concept is the innovation space, which characterizes the innovation activity not of a specific enterprise or region, but of people in general.

The drawn up diagram visually visualizes the relationship of the conceptual apparatus associated with innovation, which facilitates the task of developing a methodology for assessing innovation.

Existing methods for assessing innovation

Among the works of domestic and foreign authors, there are many works devoted to the assessment of the innovative performance of the enterprise. Most often, the authors assess the innovative potential, innovative activity, innovative activity, and innovative infrastructure. Evaluation is carried out on a set of indicators, which, after mathematical processing, form a single index. Terebova S.V. offer their own assessment methods [7], Trachuk A.V., Linder N.V. [8], Dubrovina N.A. [2], Khramova E.S., A.S. Shevchenko [4]. Analyzing the consid-

ered methods, we come to the conclusion that the authors do not always clearly distinguish between the concepts of innovation potential, innovation activity, innovation activity and innovation infrastructure and evaluate them with the same indicators. Thus, we can conclude that the innovative activity of an enterprise depends on internal factors, its innovative potential and innovative activity. That is, it consists of activities to create innovative potential and conduct innovative activities. Also depends on external factors, innovation infrastructure. Thus, innovative activity is written by the formula (1):

$$I = f(IP; IA) * f(II), \quad (1)$$

where: I – innovativeness;

IP – innovative potential;

IA – innovative activity;

II – innovative infrastructure.

An assessment of the innovative activity of an enterprise can be carried out on the basis of an assessment of its innovative potential, innovative activity, as well as taking into account the additional contribution of the external innovation infrastructure. We will offer a set of indicators from the existing ones, by which it is possible to assess the innovative activity of an enterprise.

Thus, the methodology for assessing the innovative activity of an enterprise is based on the assessment of 9 indicators of innovative potential and 6 indicators of innovative activity. The innovation infrastructure is not taken into account in this methodology, since in the methods of domestic authors considered above, the innovation infrastructure is considered separately.

New technologies in the digital economy

In the digital economy, a lot of changes are taking place in the enterprise's economy. We have identified two main groups (Figure 3):

- technological, that is, digitalization - the use of new technologies in the enterprise,

- organizational and managerial - the introduction of new global organizational changes in the structure or methods of organization of the enterprise, as well as the introduction of new managerial tools and methods of enterprise and personnel management.

Digitalization consists of two main components: innovative systems - digital systems that provide process automation; innovative technologies - modern technologies that provide new approaches to processes (production and organizational) [9].

New organizational structures and management methods consist of: Technology platform, Decentralization, Agil, Self-learning organizations, KPIs, Non-financial methods of motivation, remote work format, Startup studio, hackathons, incubators, accelerators, internal entrepreneurship.

Table 1

Indicators of innovative activity of the enterprise (compiled by the authors)

INNOVATIVENESS	
Innovative potential	Innovative activity
Partners net:	
Availability of partner universities	The share of projects for the creation of new technologies, technical and technological solutions, implemented with the participation of partner universities.
	The share of projects under development with the participation of innovative enterprises of small business partners.
Non-material resources:	
Coefficient of provision of intellectual property - the share of intellectual property (not material) in non-current assets.	Percentage appreciation of non-tangible assets of the company
Staff:	
Share of staff training costs	-
Share of employees with a degree in the number of employees engaged in intellectual work	
Equipment:	
Equipment novelty - the share of equipment under 10 years old	The coefficient of renewal of fixed production assets
Capital-labor ratio	
Share of innovative production equipment	
R&D:	
The share of the company's specialists in R&D	Share of implemented intellectual property objects
Share of R&D expenditures from net profit	Economic efficiency of R&D

Fig. 3. Changes in the organizational and technical system of the enterprise in the digital economy (compiled by the authors)

Method for assessing innovation infrastructure

We will propose indicators of the degree of development of the innovation infrastructure, taking into account the tools of the innovation infrastructure that are actively used in the digital economy.

- The number of urban business incubators divided by the number of inhabitants of the region multiplied by 1 million.
- The number of urban hackathons per year divided by the number of inhabitants of the region multiplied by 1 million.
- The number of city business accelerators per year divided by the number of companies in the region multiplied by 50 thousand.
- The number of coworking spaces divided by the number of companies in the region multiplied by 10,000. Coworking spaces are the first thing that an enterprise needs, that is, the area, so there should be more of them, at the rate of 1 coworking space per 10,000 companies.
- The number of technoparks divided by the number of companies in the region multiplied by 10,000. A technopark is the main infrastructure object that performs the functions of a supplier of equipment, space and consultations, therefore, it is necessary to proceed from the figure of 1 technopark per 10,000 enterprises.
- The number of technology transfer centers divided by the number of inhabitants of the region multiplied by 1 million.
- The number of centers of collective creativity divided by the number of inhabitants of the region multiplied by 100 thousand. The centers of collective creativity contribute to the development of technological entrepreneurship in each district of the region, therefore it is necessary to count their number on the number of inhabitants of the district – 100,000 people.
- The number of certification centers divided by the number of companies in the region multiplied by 1000. Product certification is a particularly demanded service for enterprises, therefore it is necessary to have one certification center per 1000 enterprises.
- Number of start-up hubs divided by the number of city residents multiplied by 2.5 million. Any largest city needs to have a startup hub, so it is necessary to count on at least 1 million people, while there are cities with a population of more than 10 million people, it is not advisable to provide 10 large start-up hubs, so we will assume that 1 startup hub for 2.5 million people.
- Number of business service centers divided by the number of counties in the region. Thus, there is one consultation center in each district, where all enterprises can turn.
- The number of engineering centers divided by the number of inhabitants of the region multiplied by 100,000. Engineering centers assume the physical presence of a person and a fairly long product development, therefore it is necessary to provide one engineering center per 100,000 people.

- The number of competitions from the Government per year for the best idea with a prize. The award should be arranged annually, just once from the city, since in addition to the city award there are awards from private organizations and the Government of the country.

- Number of exhibitions, conferences, forums and other PR events per year. According to statistics, from 1500 to 2000 exhibitions are organized in large cities annually. For example, 1680 exhibitions are planned in Munich in 2020. Based on the fact that there are 5 exhibition centers in the city, north, south, east, west, center 365 days a year, it is desirable that they be filled, respectively, there should be 1825 events in the city a year.

- The percentage of the region's expenditures on the economy. The city economy is a fairly broad concept that includes different directions. Therefore, a quarter of the budget is spent on the development of the city in developed cities – 25%.

Then the reduced index of innovation infrastructure is written in a single formula as (2):

$$I_{II} = \frac{\sum_{l=1}^S \frac{x_{IIi}}{x_{IIi \text{ control}}} \cdot \frac{k_l}{k_{\max}}}{\sum_{l=1}^S \frac{k_l}{k_{\max}}}, \quad (2)$$

where: I_{II} – reduced index of innovation infrastructure;

x_{IIi} – value of the i -th indicator;

$x_{IIi \text{ control}}$ – value of the i -th control indicator;

k_l – value of the regression coefficient of the l -th indicator;

$k_{\max}$ – maximum value of the regression coefficient.

The proposed methodology for assessing the innovation infrastructure makes it possible to take into account the presence in the region of all instruments that ensure the innovative activity of a small enterprise.

Method for assessing innovation infrastructure

It is proposed to add new indicators that take into account digital and innovative technologies, organizational structures and management methods that are actively used in the digital economy to the already existing indicators for assessing the innovative activity of an enterprise. Let us present in Table 2 the developed indicators for assessing the innovative activity of a small enterprise in the digital economy.

The presented indicators take into account all technologies and management methods that are actively used in the digital economy.

Based on the above indicators, the index of the innovative activity of the enterprise is calculated, after which the index is multiplied by the component of the innovative infrastructure and the index of the innovative activity of a small enterprise is obtained, taking into account the degree of influence of the innovative infrastructure. The calculation algorithm is shown in Figure 4.

Table 2

Indicators of enterprise innovation in the digital economy
(compiled by the authors)

INNOVATIVENESS			
Innovative potential		Innovative activity	
Indicator	Benchmark	Indicator	Benchmark
Digital Technologies			
Availability of digital systems that form the digital platform of the enterprise	100%	Percentage of processes and products that have a digital twin	100%
Percentage of equipment and systems equipped with IoT sensors	100%	The presence of products in products manufactured by 3D printing	1
Percentage of employees connected to the unified enterprise system via mobile platforms	100%	% of design and documentary information stored in cloud services	100%
Percentage of technical staff able to use augmented reality tools	100%	Percentage of technical and educational projects using virtual reality	100%
The level of robotization and digitalization of the enterprise	300%	Share of product innovations	100%
		Cost-effectiveness of innovation	110%
Innovative organizational structure			
Enterprise participation in the technology platform	1	Share of internal entrepreneurship projects among all company projects	10%
Availability of management personnel working on internal entrepreneurship projects	1		
Open Innovations			
Hackathons per year	1	Percentage of ideas after the hackathon that went into further development	25%
Accelerators per year	1	Number of accelerator finalists	20
Human Resource Management Innovation			
Percentage of funds allocated for training in digital technologies and work with personnel innovations of training costs	70%	Percentage of KPI Completion	100%
Percentage of employees who have a KPI	100%	% of digitally trained staff	100%
		% of employees who are not directly related to production processes, at remote work.	10%

Fig. 4. Algorithm for calculating the innovation activity index of a small enterprise in the digital economy

Mathematically, the index of innovative activity of an enterprise, taking into account the influence of the innovative infrastructure, is calculated by the formula (3):

$$I = \frac{3 * \sum_{j=1}^m \left[\frac{\sum_{i=1}^n \frac{x_{jio}}{x_{jiocontrol}} * k_{ji}}{\sum_{i=1}^n k_{ji}} * (n_{IAj} * 2 + n_{IPj}) \right]}{5 * \sum_{j=1}^m (n_{IAj} * 2 + n_{IPj})} + \frac{2 * \sum_{j=1}^m \left[\frac{\sum_{i=1}^n \frac{x_{jio}}{x_{jiocontrol}} * k_{ji}}{\sum_{i=1}^n k_{ji}} * (n_{IAj} * 2 + n_{IPj}) \right] * \sum_{l=1}^s \frac{x_{Ill}}{x_{Illcontrol}} * \frac{k_l}{k_{max}}}{5 * \sum_{j=1}^m (n_{IAj} * 2 + n_{IPj}) * \sum_{l=1}^s \frac{k_l}{k_{max}}} \quad (3)$$

where: I – index of innovativeness;
M – number of group indices;

N – number of indices in a group;

X_{ji0} – indicator;

$X_{jiocontrol}$ – control indicator;

n_{IAj} – number of innovation activity indicators;

n_{IPj} – number of innovation potential indicators;

k_l – regression coefficient of an indicator;

k_{max} – maximum regression coefficient;

x_{III} – indicator of innovative infrastructure;

$X_{IIIcontrol}$ – control indicator of innovative infrastructure.

Assessment of the socio-economic efficiency of innovative activities of a small enterprise in the digital economy

For a complete understanding of the level of development at the enterprise of innovation, it is necessary to assess the socio-economic efficiency, that is, the change that has occurred over the period due to the introduction of innovations.

The index is calculated as the arithmetic mean of 18 indicators characterizing various social and economic changes at the enterprise: E_{quit} – an indicator of a decrease in the proportion of employees who quit; E_{dis} – reducing the number of disciplinary sanctions; E_{damage} – reducing the number of breakdowns and equipment downtime; E_{defect} – a decrease in the percentage of defective products; E_{labour} – reduction of quit employees; E_{assets} – an increase in intangible assets; E_{kpi} – an increase in the achieved results; $E_{warehouse}$ – increasing warehouse turnover; E_{idea} – an increase in the number of innovative ideas; E_{eko} – increasing the environmental responsibility of production; $E_{resource}$ – an increase in the efficiency of resource use; E_{share} – growth in market share; E_{staff} – growth of profit per unit of personnel; E_{cost} – reducing the cost of production; E_{roi} – growth of the roi indicator; E_{value} – an increase in the value of the enterprise; E_{fixed} – increasing the profitability of fixed assets; $E_{r\&d}$ – increasing the profitability of R&D. The described method is shown in Figure 5.

Fig. 5. Calculation of the socio-economic efficiency of innovative activities of a small enterprise in the digital economy

The advantage of this method is that it takes into account not only economic, but also social efficiency. It also comprehensively evaluates the indicator.

Conclusions

As a result of the study, the significant role of small enterprises in the Russian economy was proved. The components of the digital economy were highlighted, which made it possible to conclude about the high value of innovation in the digital economy. The production of innovations is becoming a key aspect of the competitiveness of the enterprise, since the resources of non-technological competition (due to cheap labor, raw materials and energy, etc.) are almost exhausted.

The definitions of the conceptual apparatus of innovation are proposed: innovation potential, innovation activity, innovation activity, innovation infrastructure. The conceptual apparatus is systematized in the form of a diagram.

The existing methods of assessing the innovative activity of an enterprise are considered. On their basis, the indicators for evaluating innovative activities are identified.

The paper considers new tools for innovation infrastructure, and compiled a method for assessing the degree of development of innovation infrastructure.

The paper discusses the main technologies, organizational structures and management methods that are actively used in the digital economy to improve the efficiency of the enterprise. Based on the collected material, indicators for assessing innovative activities were compiled, taking into account the use of modern technologies and management systems by enterprises. A formula and an algorithm for calculating the innovation activity index of a small enterprise in the digital economy are proposed.

The paper presents a methodology for calculating the socio-economic effect of innovative activities of a small enterprise in the digital economy.

Possible ways and promising directions for the continuation of work is the creation of recommendations for improving innovation activities by small enterprises.

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