

Development and support of small innovative entrepreneurship in Europe and the USA

Desarrollo y apoyo de pequeños emprendimientos innovadores en Europa y EE. UU.

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Abstract

Modern business practice shows that small innovative entrepreneurship needs special support in the context of rapid development of science and technology. To implement the outlined, various business support programs are being developed at a rapid pace, which are being actively implemented in practice. The aim of the article is to present the conceptual features of the development and support of small innovative entrepreneurship in Europe and the United States. The purpose of the academic paper is to present the conceptual features of supporting small innovative entrepreneurship in Europe and the United States of America. A number of research methods have been used to reveal the purpose of the article, including such as: system-structural method, method of description, method of theoretical analysis, method of comparison, method of observation, method of synthesis, experimental method, modeling method, grouping method, generalization method. It has been proved that in European countries and the USA the policy of support of small innovative business is actively pursued. It has been found that the UK has developed and implemented Europe 2020: Scottish national reform program 2017, which provides support for small innovative businesses by promoting innovation in the business environment. It has been established that the Netherlands intends to expand opportunities to increase funding for small innovative entrepreneurs and provide favorable conditions for interaction between the private sector and scientists and researchers. It has been determined that in Germany the support of small innovative enterprises is granted by BVIZ, which provides opportunity and initiates potential entities to conduct small innovative entrepreneurship and activities in the direction of technology transfer and promotion of economic development. It has been established that in the USA support of small innovative entrepreneurs is provided by Small Business Development Centers which operate in various states of this country at local level and provide direct consulting services concerning prospects of business planning, legality (legitimacy) of activity, prospects of development of scientific researches, prospects of development of techniques and technologies. It has been found that in addition to states, support for small innovative entrepreneurs is provided by international organizations and institutions, such as European Bank for Reconstruction and Development and the European Commission.

Keywords: Small Innovative Entrepreneurship, Projects, Programs, Strategy, Startup.

Resumen



La práctica empresarial moderna muestra que las pequeñas empresas innovadoras necesitan un apoyo especial en el contexto del rápido desarrollo de la ciencia y la tecnología. Para implementar lo descrito, se están desarrollando a un ritmo rápido varios programas de apoyo empresarial, que se están implementando activamente en la práctica. El objetivo del artículo es presentar las características conceptuales del desarrollo y apoyo de la pequeña iniciativa empresarial innovadora en Europa y Estados Unidos. El propósito del artículo académico es presentar las características conceptuales del apoyo a la pequeña iniciativa empresarial innovadora en Europa y los Estados Unidos de América. Se han utilizado varios métodos de investigación para revelar el propósito del artículo, que incluyen: método estructural del sistema, método de descripción, método de análisis teórico, método de comparación, método de observación, método de síntesis, método experimental, modelado método, método de agrupación, método de generalización. Se ha demostrado que en los países europeos y en los EE. UU. Se sigue activamente la política de apoyo a las pequeñas empresas innovadoras. Se ha descubierto que el Reino Unido ha desarrollado e implementado Europa 2020: programa de reforma nacional escocés 2017, que brinda apoyo a las pequeñas empresas innovadoras al promover la innovación en el entorno empresarial. Se ha establecido que los Países Bajos tienen la intención de ampliar las oportunidades para aumentar la financiación para pequeños emprendimientos innovadores y proporcionar condiciones favorables para la interacción entre el sector privado y los científicos e investigadores. Se ha determinado que en Alemania el apoyo a las pequeñas empresas innovadoras es otorgado por BVIZ, lo que brinda oportunidades e inicia a las entidades potenciales para llevar a cabo actividades y pequeños emprendimientos innovadores en la dirección de la transferencia de tecnología y la promoción del desarrollo económico. Se ha establecido que en los EE. UU. El apoyo a los pequeños emprendimientos innovadores es proporcionado por los Centros de Desarrollo de Pequeñas Empresas que operan en varios estados de este país a nivel local y brindan servicios de consultoría directa sobre perspectivas de planificación empresarial, legalidad (legitimidad) de actividad, perspectivas de desarrollo de investigaciones científicas, perspectivas de desarrollo de técnicas y tecnologías. Se ha comprobado que, además de los estados, el apoyo a los pequeños emprendimientos innovadores es proporcionado por organizaciones e instituciones internacionales, como el Banco Europeo de Reconstrucción y Desarrollo y la Comisión Europea.

Palabras clave: Pequeño Emprendimiento Innovador, Proyectos, Programas, Estrategia, Startup.



Introduction

With the development of globalization processes, the requirements for doing business are increasing. At the same time, business entities, operating in the current conditions, try to get a positive result from the activity and seek to occupy their niche in the market in the future. To implement the outlined, various business support programs are being developed at a rapid pace, which are being actively implemented in practice.

Modern business practice shows that small innovative entrepreneurship needs special support in the context of rapid development of science and technology. Insofar as, as research shows, small innovative entrepreneurs nowadays need urgent support in the direction of disclosure of all aspects of doing business in order to increase the efficiency of their activities and ensure the smooth development.

Based on the above, the relevance of the subject matter of the academic paper is aimed at studying the theoretical and practical features of business support by small innovative entrepreneurs.

Literature review

In order to reveal the theoretical features of entrepreneurship support by small innovative business entities, it is necessary to pay attention to the vision and solution of this issue by prominent scientists-theorists and researchers-practitioners.

In this connection, Ligthelm (2013) studies the features of the development of formal and informal small entrepreneurship. In the course of researches conducted, the scientist notes that innovation is an important factor in the development of small business, which focuses on an innovative approach to functioning. Taking this into consideration, innovations make it possible (Ligthelm, 2013):

- 1) to see alternative options for carrying out activities by small entrepreneurs;
- 2) to reveal the prospects of doing business;
- 3) to consider different options for investment in the context of small businesses;
- 4) to consider the existing and potential risks of small entrepreneurs and possible ways to eliminate them;
- 5) to make objective management decisions in the context of small entrepreneurs.

At the same time, Block, Fisch and Van Praag (2016), investigating the theoretical and practical principles of innovative entrepreneurship, identify promising ways to develop innovative

entrepreneurship (including small innovative entrepreneurship). Consequently, according to scientists' viewpoint, the development of innovative entrepreneurship is aimed at: a) the transition from closed to open innovative business processes; b) introduction of new innovative forms of entrepreneurship financing; c) obtaining appropriate education (including higher education) in the field of management of innovative entrepreneurship; d) introduction of new innovative technologies and development of new innovative business models (Block, Fisch & Van Praag, 2016).

Ribeiro-Soriano (2017) studies the role of small entrepreneurship in the social-economic development of the country. According to the results of research, Ribeiro-Soriano (2017) concludes that the activities of small entrepreneurs have a significant impact on the development of regions (communities), as small entrepreneurs increase the quality of life in the region (communities).

Katimertzopoulos and Vlado (2017) investigate the support of small innovative entrepreneurship from the standpoint of local mechanisms of influence and various innovation institutions. The results of the research of scientists testify to the need to create Institutes of Local Development and Innovation, the basic purpose of which should be aimed at providing appropriate conditions for small innovative entrepreneurs.

Roig-Tierno, Alcazar and Ribeiro-Navarrete (2015), in the course of studying the impact of infrastructure on the level of support for small innovative entrepreneurship, state that there is a positive relationship between these processes. Consequently, the investigation, conducted by scientists, proves (according to the results of comparative analysis) that higher educational institutions (mainly universities), technology centers and incubators in the context of interaction with each other have a very high impact on the growth of small innovative entrepreneurship (Roig-Tierno, Alcazar & Ribeiro-Navarrete, 2015).

Hulsink, Elfring and Stam (2008) study the role of innovation in small entrepreneurship development. In addition, researchers assess the impact of networks and social capital on the activities of small innovative businesses. According to the results they have come to the conclusion that the impact of networks and social capital on the activities of small innovative entrepreneurs is clearly defined.

Gicheva and Link (2015) conduct research on the key principles of supporting small innovative



entrepreneurship, based on the features of the gender gap. Following on from collected and processed information, the researchers claim that small innovative entrepreneurships run by women are less likely to attract investment than small businesses run by men. According to investigations of Gicheva and Link (2015), such gender inequality most often occurs in the northeastern and western parts of the United States.

Malerba and McKelvey (2020), on the basis of the conducted researches, offer the new concept of development of small entrepreneurship which is based on knowledge-intensive innovative bases. According to the features of this concept, the subjects of small innovative entrepreneurship create, use and implement knowledge (including innovative resources offered by the innovation system) for the production of new innovative products.

Van Hemmen et al. (2015) investigate the interconnection between the development of innovative entrepreneurship and management features. According to the results of conducted research scientists have come to conclusion that the leadership qualities of managers who manage innovative entrepreneurship and the level of education of managers are important for the development of innovative entrepreneurship (including small innovative entrepreneurship) (Van Hemmen et al., 2015).

Odinokova, Bozhinova and Petrova (2018) consider the features of supporting innovative entrepreneurship, based on the conditions of sustainable development. Incentives play a special role in supporting innovative entrepreneurship from the standpoint of the research. Each country in the world uses individual methods to stimulate innovative entrepreneurship, while relying on the economic and political circumstances. Scholars also note that in the United States and Japan, small innovative entrepreneurship is developing faster than in European countries, including European Union's member states. Such development is facilitated by the policies pursued by the governments of the United States and Japan, aimed at improving the effectiveness of innovation systems and the creation of favorable conditions for small innovative entrepreneurships (Odinokova, Bozhinova & Petrova, 2018).

Markatou (2015) explores the role of incentives to support entrepreneurship in Greece. The scholar presents the results of his own research, based on the features of the program to support innovative entrepreneurship in Greece, called "New Innovative Entrepreneurship", which was launched in 2011. "The New Innovative Entrepreneurship" program

provides a number of incentives (mostly presented as grants), the basic purpose of which is to support entrepreneurship in Greece, which will improve the country's industrial base in the direction of producing products with high positive value. The projects envisaged by the "New Innovative Entrepreneurship" program mainly concern the areas of development and application of information technologies and the development of startups in the context of innovative entrepreneurship. In view of what follows, Markatou (2015) claims that an additional source of funding to support small innovative entrepreneurships in Greece is the banking system, which finances 16,9% of projects of "New Innovative Entrepreneurship" program. In addition, a significant proportion of "New Innovative Entrepreneurship" program's projects (over 27%) own intellectual property rights, in particular mostly for innovation, however only in Greece (Markatou, 2015).

Rudenko et al. (2019) consider the role of state support for small innovative entrepreneurship. In the course of the study conducted, scientists note that small business is the driving force of innovative development of the state. Studying the problems of obstacles to small innovative entrepreneurship on the example of Russia, Rudenko et al. (2019) identify one of the significant obstructions, the content of which is embedded in the imperfect system of state support for innovative entrepreneurship. Taking this into consideration, the need arises to form a perfect system of support for small innovative entrepreneurship, as it provides a scientific and instrumental direction of development, as well as a number of strategies and projects for the development and support of small innovative entrepreneurship.

Buffart et al. (2020), based on the results of investigations conducted, have come to conclusion about the importance of government programs as determinants of influence on the support of small innovative entrepreneurship. However, at the same time, scientists note that government programs, as a rule, should be based on the criteria of innovative entrepreneurship, as it depends not only on the result of their implementation, but also on the further development of small innovative entrepreneurship.

According to the results of the review of the studies of scientists-theorists and researchers-practitioners, it should be noted that the issue of supporting a small innovative entrepreneurship is quite relevant and widely investigated nowadays, however, the conceptual features of supporting small innovative entrepreneurship are not fully disclosed, which



requires more thorough research on this basis in the outlined direction.

Objectives of the study

The objective of the academic paper is to present the conceptual features of supporting small innovative entrepreneurship in Europe and the United States. Taking into consideration the purpose of the article, the following tasks should be performed, in particular:

- 1) to consider the theoretical aspects of the formation and support of small innovative entrepreneurship;
- 2) to analyze the practical experience of Europe and the USA in the context of providing support for small innovative entrepreneurship;
- 3) to outline subjects and programs under which support of small innovative business is provided.

Methods

In order to outline the conceptual features of support for small innovative entrepreneurship, the following research methods have been used in the academic paper, namely: system-structural method, method of description, method of theoretical analysis, method of comparison, method of observation, method of synthesis, method of experiment, method of modeling, observation, method of grouping, method of generalization.

The methodological basis of the article consists of:

- 1) data from the Global Entrepreneurship and Development Institute, which show the dynamics of the top 5 leading countries and the top 5 outsider countries according to the Global Entrepreneurship Index (Acs et al., 2017);
- 2) programs and methodologies of preparation of small innovative entrepreneurship entities for entrepreneurial activity, which are developed and actively implemented in practice, namely: Scottish Government (Scottish Government, 2017), Government of the Netherlands (Government of the Netherlands, n.d.), Bundesverband Deutscher Innovations-, Technologie- und Gründerzentren e. V. (BVIZ) (Bundesverband Deutscher Innovations-, Technologie- und Gründerzentren e. V. (BVIZ), 2020), America's Small Business Development Center (n.d.), Small Business Development Center State University of New York (2020), Small Business Development Centers of Ohio (2020), Shaw University (2020), University of North Carolina Wilmington (n.d.), European Bank for Reconstruction and Development (Dopidze, 2020), World Bank and OECD (The Innovation Policy Platform) and European Commission (n.d.).

Results

In the course of presenting practical experience in supporting small innovative entrepreneurs, it is necessary to consider on a first-priority basis the features of programs and methods that are specially designed and widely used in practice.

Thus, for instance, Scotland (the UK) has developed and implemented Europe 2020 program: Scottish national reform program 2017. One of the provisions of this program is to support small innovative entrepreneurship by supporting innovation in the business environment. In addition, the government of Scotland ensures the development of research in the field of innovation. The Innovation Action Plan is also implemented in Scotland, the basic activity of which is to support businesses (including small entrepreneurs) that are at the early stages of growth (Scottish Government, 2017).

The government of the Netherlands also supports small innovative entrepreneurs. For instance, the government of the Netherlands overly focuses on developing innovative startups. In view of this fact, research and development funding constitute approximately 2,5% of the annual state budget of the Netherlands; in addition, it is planned to increase the cost of financing this area in the future. The key ways to support small innovative businesses by the government of the Netherlands are as follows: a) to expand opportunities for increased funding for small innovative entrepreneurs; b) providing favorable conditions for interaction between the private sector and scientists and researchers; c) reducing the level of regulatory burden on small innovative entrepreneurship; d) development and implementation in practice of IT tools for the implementation of small innovative businesses; e) promoting the development of trade missions outside the state (Government of the Netherlands, n.d.).

In Germany, BVIZ (German Association of Innovation, Technology and Business Incubation Centres) supports small innovative entrepreneurs. BVIZ is also the only institution in Germany, the activities of which are aimed at supporting startups in the form of organized innovation centers. In addition, BVIZ provides consulting services on the specifics of running business by small innovative entrepreneurs. Nowadays, about 150 business incubation and innovation centers are operating in the structure of BVIZ, and their basic objectives include: a) support and initiation of potential entities to conduct small innovative business; b) activities in the direction of technology transfer; c) promoting economic development (Bundesverband Deutscher



Innovations-, Technologie- und Gründerzentren e. V. (BVIZ), 2020).

In the United States, support for small innovative entrepreneurship is provided by Small Business Development Centers, which operate locally in the country and number about 1,000 in the country. Each subject of small innovative entrepreneurship can apply for help to these centers for direct consulting services concerning prospects of business planning, legality (legitimacy) of activity, prospects of development of scientific researches, prospects of development of technics and technologies. Small Business Development Centers operate with the financial resources of the United States Congress, but their share is insignificant. At the same time, a significant share in the financing of Small Business Development Centers is occupied by higher educational institutions, private sector entities and government agencies for economic development (America's Small Business Development Center, 2020).

It is worth noting that Small Business Development Centers in the United States annually provide their services to almost 1 million small entrepreneurships, as well as those small businesses that are just start to operate. In addition to consulting services, Small Business Development Centers also conduct various trainings on the specifics of ensuring the effective development and operation in the future of small entrepreneurships (including small innovative entrepreneurships) (America's Small Business Development Center, 2020).

Small Business Development Center State University, which operates in New York (the United States), in addition to advisory services to real small entrepreneurships, also offers its services free of charge to entities that plan to start their own business in the future. Small Business Development Center State University of New York also has a number of specially designed programs that are effectively used for specific features of development and operation of small businesses. The specifics of the main issues, on which the Small Business Development Center State University of New York offers its services, is mainly related to the development of technology and innovation (Small Business Development Center State University of New York, 2020).

Ohio Small Business Development Center (the United States) provides a range of services in the context of supporting small innovative entrepreneurships, including: a) services of business assessment; b) cash flow analysis services; c) consulting services on the basics of doing business; d) services of inventory assessment; e) services for

developing a marketing strategy for doing business; f) business planning services (Ohio Development Services Agency, 2020).

Pennsylvania Small Business Development Center (the United States) also provides free advisory services on small business development based on information confidentiality. In addition, Pennsylvania Small Business Development Center provides training to potential small business entrepreneurs on the basics of promising business; herewith, the cost of training is relatively low. There are 18 Small Business Development Centers in Pennsylvania (Pennsylvania Small Business Development Centers, 2018).

It is also worth noting that Shaw University together with the Carolina Small Business Development Fund have created the Innovation and Entrepreneurship Center on a partnership basis (the United States). It should also be noted that the basic purpose of this center is to support startups and encourage (initiate) them to develop and run business. Consulting services are offered in the Innovation and Entrepreneurship Center in the form of technology seminars, tracks of training programs (Shaw University, 2020).

CIE Mentor Programs have been developed on the basis of the University of North Carolina Wilmington (the United States), according to which support is provided to business entities that are at the early stages of operation. At the same time, direct consulting business support is provided by a specially formed team of experienced specialists (University of North Carolina Wilmington, n.d.).

Investigations show that in addition to the countries in which it develops and operates, support for small innovative businesses is also provided by international organizations and institutions.

For instance, European Bank for Reconstruction and Development has provided support for small innovative entrepreneurships through the Star Venture Program. In accordance with the provisions of the Star Venture Program, support is provided to small innovative entrepreneurships as a result of direct funding. Chevening Dopidze (2020) the graduate, who was directly involved in the implementation of the Star Venture Program in practice, says that this program makes it possible for small innovative entrepreneurships to operate effectively in the business environment, creating favorable conditions for such functioning, as well as providing consulting and mentoring services in the field of creation and implementation of innovative technologies and research. Small innovative entrepreneurship entities from about 40 countries of the world take part in the Star Venture Program (mainly the countries of Central Europe



and the countries of the South-Eastern Mediterranean) (Dopidze, 2020).

In addition, the Star Venture Program provides the involvement of small innovative entrepreneurs in the development of startups, in particular in the environmental field. Thereby, this increases and reveals the potential of small innovative entrepreneurs to produce new innovative products on an environmental basis (Dopidze, 2020).

According to researches of the World Bank and OECD, innovative entrepreneurship contains three components in its structure: 1) innovative foundations of doing business; 2) enterprises that are developing rapidly and are relatively new to the

market; 3) small innovative entrepreneurship and medium innovative entrepreneurship (The Innovation Policy Platform, n.d.).

Conducted investigations show that currently the basic support for small innovative entrepreneurs is aimed at achieving positive results from the implementation of their main activities. Advisory services, provided in the form of support by various centers, are primarily aimed at obtaining a positive effect of small innovative entrepreneurs from doing business. Taking this into consideration, there is a need to present effective modes of running business by small innovative entrepreneurs, the detailed features of which are presented in Figure 1.

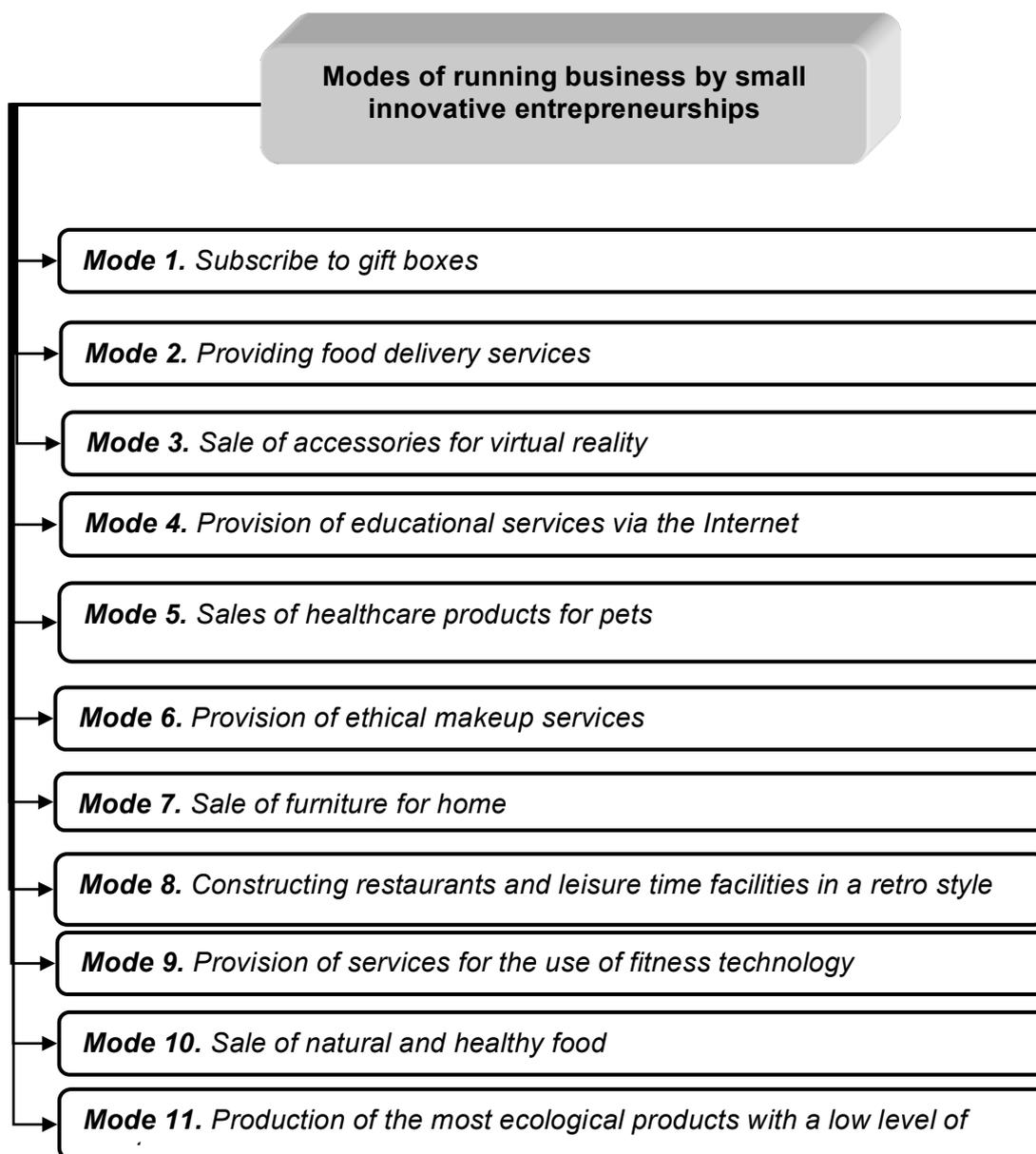


Figure 1. Effective modes of running business by small innovative entrepreneurs

Source: it has been developed on the basis of Opstart Business Starts Here (2017)



Disclosure of the practical aspect of the article's subject matter, which centers around presenting the practical experience of running business by small innovative entrepreneurships, requires a study of the dynamics of change of the Global Entrepreneurship Index. In light of this, the data in Table 1 show that the high performance of the Global Entrepreneurship Index in the period of

2016-2019 (Acs et al., 2017; 2019) was demonstrated by the United States, as well as by such European countries as Switzerland, Denmark, Sweden and the United Kingdom, which are among the top 5 leaders rating in the Global Entrepreneurship Index. In contradistinction to the leading countries, the African countries were the outsider countries in this ranking.

Table 1. Dynamics of the top 5 leading countries and the top 5 outsider countries according to the Global Entrepreneurship Index (I_{GE})

Country		The United States	Canada	Australia	Denmark	Sweden	Sierra Leone	Mauritania	Malawi	Burundi	Chad
2016	I _{GE}	86,2	79,5	78,0	76,0	75,9	14,3	13,2	12,4	11,9	9,9
	Ranking	1	2	3	4	5	128	129	130	131	132
Country		The United States	Switzerland	Canada	Sweden	Denmark	Bangladesh	Mauritania	Sierra Leone	Burundi	Chad
2017	I _{GE}	83,4	78,0	75,6	75,5	74,1	11,8	11,6	11,4	11,4	8,8
	Ranking	1	2	3	4	5	133	134	135	136	137
Country		The United States	Switzerland	Canada	The United Kingdom	Australia	Malawi	Mauritania	Burundi	Madagascar	Chad
2018	I _{GE}	83,6	80,4	79,2	77,8	75,5	12,2	11,8	11,8	10,9	9,0
	Ranking	1	2	3	4	5	133	134	135	136	137
Country		The United States	Switzerland	Canada	Denmark	The United Kingdom	Malawi	Mauritania	Burundi	Madagascar	Chad
2019	I _{GE}	86,8	82,2	80,4	79,3	77,5	11,6	10,5	10,2	9,1	8,8
	Ranking	1	2	3	4	5	133	134	135	136	137

Source: it has been formed on the basis of research conducted by the Global Entrepreneurship and Development Institute.

It should be noted that European Commission also actively pursues a policy of supporting innovative entrepreneurship (including small innovative entrepreneurship) throughout the period of entrepreneurial activity. In turn, the essence of support for innovative entrepreneurship lies in training the subjects of innovative entrepreneurship the intricacies of running business, the relevant entrepreneurial thinking. In addition, European Commission creates a favorable environment and provides normal conditions for the development and functioning of small innovative entrepreneurships (European Commission, n.d.).

Discussion

Investigations prove that both European countries and the United States are actively pursuing policies to support small innovative entrepreneurships. For instance, in Europe (in particular, in the UK), Europe 2020 has been developed and implemented. It's the Scottish national reform program 2017, which provides support for small innovative entrepreneurships by promoting innovation in the business environment. In addition, the Innovation Action Plan operates in this country, the basic activity of which is aimed at supporting business

entities (including small entrepreneurships) that are at the stages of early growth.

In other European countries, such as the Netherlands, the government has developed and is actively implementing various ways to support small innovative entrepreneurships. For instance, it is proposed to expand opportunities to increase funding for small innovative entrepreneurships, to provide favorable conditions for interaction between the private sector and scientists and researchers, to reduce the level of regulatory burden on small innovative entrepreneurship, to develop and implement in practice a number of IT tools that will improve the management of the intricacies of innovative entrepreneurship, to promote the development of sales offices outside the country. In turn, in Germany the support of small innovative business entities is provided by BVIZ (German Association of Innovation, Technology and Business Incubation Centers), the basic functions of which in this direction include support and initiation of potential entities to conduct small innovative businesses, activities in the direction of technology transfer and promotion of economic development.



In contrast to European countries, the support for small innovative entrepreneurship in the United States is provided by Small Business Development Centers, which operate in different states of this country at the local level. Small Business Development Centers provide direct consulting services on the prospects of business planning, legality (legitimacy) of activities, prospects for research, prospects for the development of machinery and technology. For instance, Small Business Development Center State University, which operates in New York (the United States), in addition to consulting services to actual small business entities, also offers its services on free of charge basis to entities, planning to start their own business in the future. Ohio Small Business Development Center (the United States) provides business assessment services, cash flow analysis services, consulting services on running business, inventory assessment services, business strategy marketing services, business planning services. Pennsylvania Small Business Development Center (the United States) provides consulting services on free of charge basis on the development of small innovative businesses based on the confidentiality of information, as well as conducts training of potential subjects of small innovative entrepreneurship on the basics of promising business, while the cost of training is relatively low.

As for higher educational institutions, which are also active participants in the process of supporting small innovative entrepreneurship, for instance, Shaw University together with the Carolina Small Business Development Fund has established an Innovation and Entrepreneurship Center (the United States) on a partnership basis). Its basic purpose centers around supporting startups and encouraging (initiating) them to develop and run business, as a result of which advisory services are offered in the form of technology seminars, tracks of training programs. In addition, the University of North Carolina Wilmington has developed CIE Mentor Programs, which provide consulting support to a team of experienced professionals in the early stages of operation.

Based on the researches conducted, it has been found that in addition to states, support for small innovative entrepreneurship is provided by international organizations and institutions. For instance, European Bank for Reconstruction and Development has included support for small innovative businesses in the Star Venture Program, which provides support for small innovative entrepreneurs through direct financing. European Commission also actively pursues a policy of supporting innovative entrepreneurship (including small innovative entrepreneurship)

throughout the period of entrepreneurial activity, the essence of which lies in training the subjects of innovative entrepreneurship the intricacies of running business, proper entrepreneurial thinking.

Conclusions

The results of elaboration of theoretical and practical features of support of small innovative entrepreneurship testify that currently the issue of support of small innovative entrepreneurship is widely researched and extremely relevant.

In the course of the studies conducted the following has been revealed:

- an important factor in the development of small entrepreneurship are
- innovations that allow businesses focusing on the innovative type of production;
- development of innovative entrepreneurship is aimed at the transition
- from closed to open innovative business processes, as well as the introduction of new innovative forms of business financing and new innovative technologies and the development of new innovative entrepreneurship models;
- higher educational institutions (mainly universities), technology
- centers and incubators in the context of interaction with each other have a very high impact on the growth of small innovative entrepreneurship;
- a special role in supporting innovative entrepreneurship is played by
- incentives that each country in the world uses individually, while relying on the economic and political circumstances;
- government programs are also determinants of the impact on supporting small innovative entrepreneurship.

The results of the conducted study have established that the high performance of the Global Entrepreneurship Index in the period 2016-2019 was observed in the United States, as well as European countries such as Switzerland, Denmark, Sweden and the United Kingdom, which are among the top 5 leaders in the Global Entrepreneurship Index.

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