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Anticrisis Potential Of Innovative Enterprises (Russia and Germany Case Study)

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Abstract

The purpose: To analyse the resources for formation of anticrisis potential of the innovative enterprises In Russia and Germany. Methods: analysis and synthesis methods, and also an abstract-logic method were used when carrying out the research. Results: we revealed the distinctions in the state support for the Russian and German innovative enterprises efficiency aimed at development of anti-recessionary potential, proved the differentiation criteria of the inert and self-developing innovative enterprises, added to the classification of recessionary signals based on their in level of effects to the potential of the enterprise development on the basis of the innovative enterprises external and internal environment recessionary signals analysis, offered the strategy and tactics of anti-recessionary immunity forming. Original Contribution: we enriched the classification of the external and internal recessionary signals, revealed the basic strategy of anti-recessionary potential forming, formulated the factors for creating the innovative enterprise anti-recessionary immunity. The practical significance: the possibility of managing the innovative enterprises crisis developments through tracing the external and internal crisis signals of the enterprise and defining the strategy of the further development is shown.

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1. Introduction

The work relevance is caused by the necessity to develop the technologies of anti-recessionary management in order to overcome the problems in managing the innovative enterprises during the system wide crisis concerned with a new stage of market economy development. Despite the fact that the great attention now is given to anti-recessionary management, there is a number of pressing questions concerning forming of anti-recessionary potential of the innovative enterprises. In particular, the forming of anti-recessionary immunity, the problem of a choice of

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anti-recessionary strategy often appears underestimated which leads to necessity of prevention measures. The purpose of this article is to analyze anti-recessionary potential of the innovative enterprises on the basis of Russia's and Germany's experience. The research problems are: revealing of signals of the external and internal environment, determining of effective strategy for development and management of the innovative enterprise, describing of the mechanism of influence of an anti-recessionary spiral, determining the signs of forming the anti-recessionary immunity. To achieve the goal we used analysis and synthesis methods and also the abstract-logical method. As a result of the conducted research we offer and prove the criteria of dividing the innovative enterprises into inert and self-developed, we add the classification of crisis signals basing on the level of influence to the potential of the innovative enterprise development and offer the strategy of anti-recessionary immunity forming. The original contribution and practical significance are overcoming the basic problems of management in the innovative enterprises by choosing the strategy of management on the basis of the added classification of the external and internal environment signals

2. Methodology

Forming the anti-recessionary potential of the innovative enterprises is caused by a set of factors. And one of important factors of this potential is solving the problem of forming modern economic and "innovative" thinking with the state support. The enterprises in Germany started implementing the innovative processes in 1950 while the distinctive feature of Russia is making the process of innovations introduction more complex and a long enough period of "stagnation". The development model tested after the Second World War in Germany showed that relying on innovative technology developed in different countries, acquiring patents and licences, it is possible to provide 10-20% of annual manufacturing growth. During the last years the essential changes in research and development of Germany happen, federal investments into highly offset applied research and development with a stress on the technologies which are capable to generate new productions and to reconstruct the former are considerably increased. The state and private business cooperation grows stronger. Stimulus for active attraction of private investments into science become more various, including the use of tax credit on research and development, the tax allowance to the accretion to the capital, the enterprise etc. Many federal scientific researches and development works in Germany are conducted by not state organizations due to contracts and grants. Industrial companies perform heavy workload (part of which is applied researches) on contracts under the state supervision. In the field of fundamental researches which are usually financed by the federal government through grant-making, universities dominate. Wide use of contracts and grants is a key aspect in the system of Germany research and development. Due to them the federal government keeps the best research establishments and talented scientists busy, providing them with research and development problems. This makes the system more flexible in comparison with many similar national systems which generally cover the state laboratories and institutes. More than 90 % of federal researchers are supervised by the Ministries of Defense, Health care, Energy, Agriculture and National Science Foundation. The contribution to financing is also brought by the Ministries of Trade, of Home Affairs, Department of Transportation and Environmental Protection Agency. The innovative enterprise support programs show high efficiency, for example, the program named «The founders contest. Innovations in ICT» (the contractor of the project is a company VDI/VDE-Innovation+Technik GmbH) works under the slogan «High technologies is a way to success». It is a leading structure in the field of provision of services for innovative activity and technical decisions, supporting and advising small and medium-sized enterprises on the basis of representation of analytical materials and organizational decisions of both German and foreign clients from political, research, industrial, business and financial spheres; or the ProFIT project which is performed in cooperation with the Economy and technologies Directorate of the Berlin Senate. The program «German Silicon Valley Accelerator» supported by Federal Department of Economic Affairs and technologies of Germany is aimed at assistance to the young enterprises in ICT:

- the contractor of the project - company German Entrepreneurship GmbH - supports small and medium-sized enterprises in craft/trade and also representatives of the in-dependent professions which are engaged in independent research activity, but only those who did not submit patent requests or requests for registration of industrial de-signs within last five years.

Also the transfer of technologies and innovations is developed. For example, the pro-gram SIGNO (inventions patenting support). Assistance to development of key technologies is created. For example, the program for the development means of transportation on electric traction (electro mobility) includes technologies of electric power storage; production technologies; driving technologies.

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