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TRENDS IN THE SOCIAL ENTREPRENEURSHIP DEVELOPMENT IN RUSSIA

Galina Seyalova

Candidate of Economic Sciences, Associate Professor of the Management and Entrepreneurship
Department in The Ural State University of Economics
Yekaterinburg, Russia

Olga Gorelikova-Kitaeva

Candidate of economic sciences, associate professor of the Economic Theory, Sectoral and
Regional Economics Department in The Orenburg State University
Orenburg, Russia

Abstract. The state role is being rethought in a market economy, in connection with which great hopes are placed on entrepreneurship, a significant role is assigned to solving many urgent problems, including the social sphere. The social entrepreneurship potential makes it possible to solve those problems that, due to various factors, neither the commercial nor the public economy sectors are ready to solve. The need to develop social entrepreneurship in Russia is dictated by the large number of unresolved social problems presence. The article identifies the most significant social problems, the leading regions in terms of these problems presence, and social entrepreneurship trends in the development of Russian regions. Based on a such indicators comparison as the number of people living in a particular region; the number of small and medium-sized businesses; the number of social enterprises and their dynamics; the share of social entrepreneurship entities in the total number of small and medium-sized businesses, regions with positive trends in the social entrepreneurship development were identified, their experience was studied. Key factors contributing to the social entrepreneurship development in Russia, as well as factors hindering it, have been identified; relevant recommendations are given.

Keywords: social entrepreneurship; social problems; entrepreneurial activity; subjects of social entrepreneurship; factors of social entrepreneurship.

JEL codes: R10; R11; R13.

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Contact

Galina Seyalova

Ural State University of Economics

62, 8 March str., 620144, Yekaterinburg, Russia

GalinaKafedra@rambler.ru

Olga Gorelikova-Kitaeva
Orenburg State University
13, ave. Victory, 460018, Orenburg, Russia
gkog_oren@mail.ru