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THEORETICAL ASPECTS OF TECHNOLOGICAL ENTREPRENEURSHIP RESEARCH

Kseniya Ustinova

Candidate of Economic Sciences, Senior Researcher, Head of the Innovative Economics Laboratory
in Vologda Research Center of the Russian Academy of Sciences
Vologda, Russia

Abstract. The relevance of the research is due to the low entrepreneurial activity both at the country and the region level. This makes it necessary to solve the problem of the factors contributing to and hindering the entrepreneurship development. The article deals with the "technological entrepreneurship" concept and the factors determining it. The study is aimed at identifying the role of educational and institutional factors in the entrepreneurial activity implementation and technological entrepreneurship. The results of the study are related to the technological entrepreneurship consideration, on the one hand, as a phenomenon that has the features of entrepreneurship as such, on the other hand, as a phenomenon that has specific features, which consist in the orientation on the design activity, the technological solutions implementation. The parameters influencing entrepreneurship are distinguished by spheres - economic, social and cultural, by the influence nature - positive and negative. The paper draws attention to the debatable nature of the individual parameters influence on entrepreneurship. It is shown that the need for in-depth research on the institutional factors impact (public policy, support measures for universities, innovation and entrepreneurship systems, etc.) on the creation and subsequent development of new technological enterprises is relevant.

Keywords: entrepreneurship; technological entrepreneurship; educational factor; institutional factor; factors of entrepreneurship.

JEL codes: L26; O30.

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Contact

Kseniya Ustinova

Vologda Research Center of the Russian Academy of Sciences

56a, Gorky str., 160014, Vologda, Russia

ustinova-kseniya@yandex.ru