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Economic and Legal Aspects of Innovative Development of Service Enterprises

Aspectos económicos y legales del desarrollo innovador de empresas de servicios

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Resumen

El artículo está dedicado a la consideración de los aspectos económicos y legales del desarrollo innovador de empresas de servicios. Se ha establecido que es necesario implementar un conjunto de medidas de apoyo organizativo, económico y legal, creación y estímulo efectivo de estructuras innovadoras en el sector servicios en breve en varios niveles. Se ha demostrado que las empresas de riesgo necesitan una atención especial y un apoyo específico del estado, en particular, la creación de apoyo legislativo y la provisión de incentivos fiscales para financiar innovaciones en las actividades de servicios. Se ha descubierto que en las condiciones de un entorno empresarial altamente competitivo dinámico global y un desarrollo científico y tecnológico acelerado, las empresas de servicios se enfrentan a la tarea de fortalecer el potencial de innovación y aumentar la eficiencia de las actividades de innovación. Esto requiere la introducción de un modelo moderno integrado en el sistema de desarrollo innovador de una empresa de servicios, que implica el uso de un enfoque integrado para encontrar posibles áreas de innovación.

Palabras clave: Economía, Derecho, Innovación, Desarrollo, Servicio, Empresa, Potencial.

Abstract

The article is devoted to the consideration of economic and legal aspects of innovative development of service enterprises. It has been established that it is necessary to implement a set of measures of organizational, economic, and legal support, creation, and effective stimulation of innovative structures in the service sector shortly at various levels. It has been proved that venture business needs special attention and targeted support from the state, in particular, the creation of legislative support and the provision of tax incentives to finance innovations in service activities. It has been found out that in the conditions of a global dynamic highly competitive business environment and accelerated scientific and technological development, service enterprises face the task of strengthening innovation potential and increasing the efficiency of innovation activities. This requires the introduction of a modern system-integrated model of innovative development of a service enterprise, which involves the use of an integrated approach to finding possible areas of innovation.

Keywords: Economics, Law, Innovation, Development, Service, Enterprise, Potential.

Introduction

The implementation of innovative solutions in service enterprises is possible under the condition of the formation of an effective innovation model and a balanced approach to the implementation of innovation policy, which forms the conditions for attracting certain functional services of the enterprise to innovation activities. Therewith, timely recognition of new market needs is provided by qualified marketing research, based on the results of which top managers determine the directions of innovative changes and tasks in the field of scientific and technical work.

REICE| 100

At the same time, the implementation of innovation policy requires an effective mechanism for managing the innovative development of service enterprises, which covers all issues of production, commercial, research, marketing activities. In addition, modern conditions of globalization lead to increased competition in the service markets and the search for new effective methods of work.

In the struggle for the consumer, the most competitive service enterprises occupy key positions, including those that can adapt to new conditions in the shortest possible time and are capable of constant innovation. Moreover, global innovations do not provide service companies with long-term retention of competitive advantages in the market but give them only a temporary advantage.

The study of issues related to the development of service enterprises was reflected in the works of P.S. Bondar (2019), K.I. Derevyanko & V.P. Orlovskaya (2020), S.N. Komarova & A.Yu. Mishurova (2020), I.A. Chermoshanskii (2008), S.B. Sharipov (2020), O.G. Yakunina & A.A. Goncharov (2021), and others. Despite significant scientific research on this problem, the economic and legal aspects of innovative development of service enterprises require in-depth research.

Materials and Methods

The theoretical and methodological basis of the research was: abstract-logical method, methods of induction, deduction, analysis, synthesis, systematization – to substantiate approaches to the innovative development of service enterprises in modern conditions.

The information base of the article is statistical data of state bodies, legislative and regulatory documents regulating the innovative functioning of service enterprises, and the results of scientific research (Agamirova, et al., 2017; Malyugina, et al., 2020; Zavalko, et al., 2017).

In the course of the research, it is planned to systematize the economic and legal aspects of the innovative development of service enterprises, develop measures to coordinate activities between the main participants in the service process, determine the practical aspects of modeling the innovative development of service enterprises, including identifying modern dominant factors, sources, and organizational and managerial mechanisms.

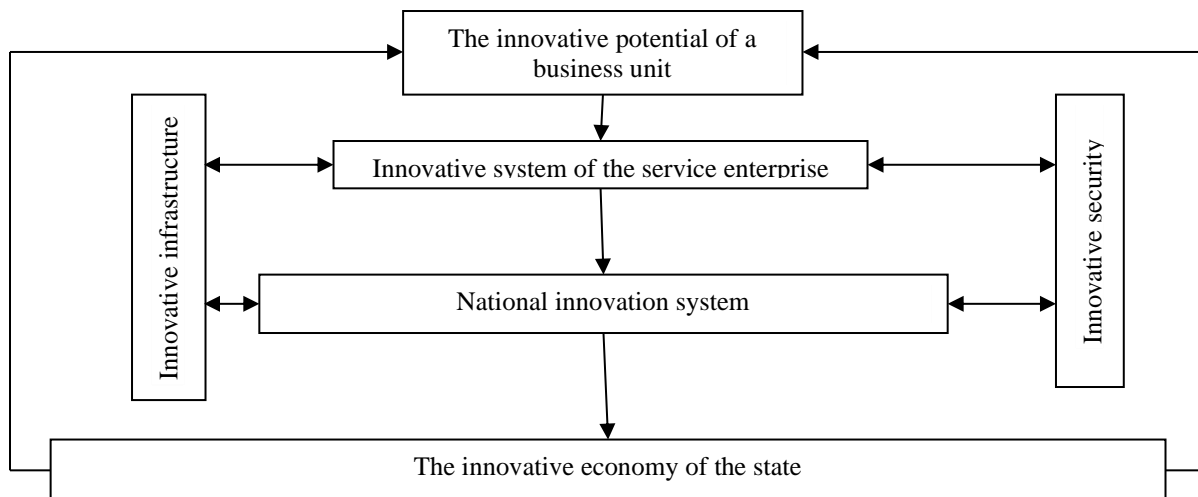
Result and discussion

Research shows that it is necessary to constantly monitor the market situation with the possibility of ensuring constant modifications of services and methods of work in the market. This encourages service companies to search for effective methods of tracking possible sources of innovation and ways to implement them.

That is why the modern model of service enterprise development should be based on the development of effective innovative models. Therewith, a service enterprise that focuses on innovation chooses a certain model of innovative development, within which innovative infrastructure and innovative security are formed (Figure 1).

The chosen innovative model becomes the basis for the development of a further strategy for the economic development of a service enterprise and the determining basis for the formation of a common corporate strategy.

In other cases, the model of innovative development of a service enterprise provides for the integration of its organizational structure and management system into the system of economic activity. The model of innovative development of a service enterprise should be considered as a graphical description of approaches to the organization and management of the innovation process.



(Figure 1): Model of innovative development of service company

This model is a set of incentives, driving forces, and sources, methods, tools, organizational, managerial, and financial methods of generating and commercializing innovations.

Currently, the following models of innovative development of a service enterprise can be considered: 1) innovation supply model; 2) innovation demand model; 3) interactive model; 4) integrated business processes model; 5) network innovation model; 6) "open" innovation model.

Modern practice shows that the primary causes and driving forces of the innovative processes of a service enterprise in most cases are demand factors and, less often, supply factors. Also, it is obvious that linear models of innovation provide for a causal relationship between scientific knowledge and innovation, are more an exception that can be applied to high-tech industries.

In addition, the innovative activity of a modern service enterprise should be based on the search for a wide range of opportunities to strengthen its innovative potential and a systematic set of methods and organizational and managerial mechanisms for achieving strategic goals of innovative development. This and the internal capabilities of the service enterprise should consider the search for sources of innovation in the external market environment of the enterprise, the introduction of innovative cooperation, and the use of the capabilities of developed innovation infrastructure in the market.

Meanwhile, constant monitoring of internal factors and the external environment makes it possible to set the goals of innovative development. Cooperation and integration allow minimizing the number of costs and time, combining unique resources, including in an international context. Thus, in modern conditions of service enterprises, it is advisable to form a comprehensive system-integrated model of innovative development, which includes the following components: 1) internal opportunities to strengthen the innovative potential of the service enterprise; 2) the external market environment of the service enterprise; 3) the innovative infrastructure of the market.

The internal possibilities of strengthening the innovative potential of a service enterprise should be considered through the prism of a value chain model that reflects the process of value creation at a service enterprise and consists of various elements of the main and auxiliary processes. The main elements, in this case, include marketing, sales, and service, and auxiliary ones include the infrastructure of a service enterprise, logistics, technology development, and human resource management.

Each of these processes in the value chain is a potential source of competitive advantage, and therefore has consideration for finding innovative ideas and solutions. This concept can be used to identify promising areas for creating sources of competitive advantage and their further development through the introduction of innovative activities.

In this case, the service company can identify opportunities and directions for strengthening its innovative potential according to the links specified in the model. The opportunities identified in this way become components of the plan and objectives of the strategic innovative development of the service enterprise.

At the same time, when considering opportunities to improve competitive positions and innovations, the management style, management system, and planning at the service enterprise are being reviewed. The development of technologies as a source of innovative development, as a means of determining promising directions for the creation and further development of competitive advantages of a service enterprise, provides for the implementation of research and development in the field of sales, service, research, that is, assumes the readiness of technological innovations in any field of activity of a service enterprise.

In addition, considering the possibility of innovative approaches to human resource management, it is necessary to focus on the possibility of increasing the level of innovation of recruitment programs, the use of leading training schemes, and staff certification periods. It is mandatory for many service companies to periodically undergo various kinds of pieces of training for working personnel. Therewith, leading service companies have their training centers and personnel certification centers.

The practice has shown that a service company can develop innovative ideas for improving its competitive advantages, as well as by improving the system of working with resource suppliers. A service company can develop a system of incentives for suppliers to invest in specialized equipment, professional development of employees, which creates mutual long-term benefits.

The content of state regulation of innovative development of service enterprises means ensuring the growth of innovative activity, the development of entrepreneurship, and, on this basis, increasing the efficiency of service activities. The state guarantees all service enterprises, regardless of their chosen organizational forms of business, equal rights and creates equal opportunities for access to material and technical, financial, labor, information, natural, and other resources. REICE| 105

At the same time, the main normative act that enshrines the basic principles of legal regulation of innovative development of service enterprises is the Civil Code of the Russian Federation, in particular: the constitutional foundations of the rule of law in the service sector, general principles of management. In this case, the legal regulation of the innovative development of service enterprises includes the implementation of an appropriate economic policy, which is aimed at the implementation and optimal coordination of the interests of service enterprises.

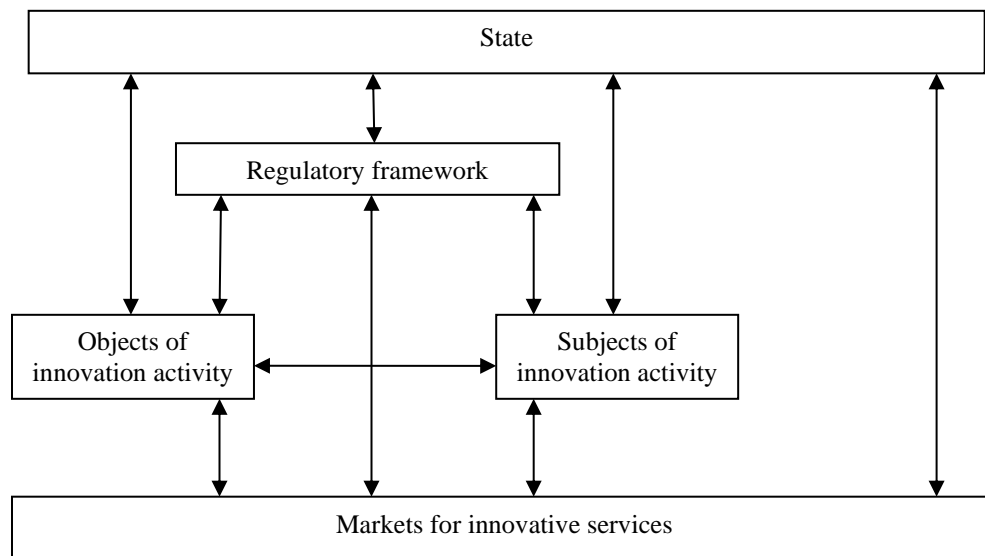
The state regulatory policy in the innovation sphere is aimed at improving the legal regulation of service enterprises, as well as administrative relations between regulatory authorities or other public authorities and subjects of service activities, preventing the adoption of economically inappropriate and ineffective regulatory acts, reducing government interference in the innovative activities of service enterprises.

Research shows that the transfer of the economy to an innovative path is unrealistic without the support of the state of service enterprises in the implementation of innovative projects. It is the state that should create conditions for the existence and continuous expansion of innovative activities by reducing the taxation rates of innovative service activities.

The main goal of the state innovation policy in service activities is to create socio-economic, organizational, and legal conditions for the effective functioning of service enterprises. In this case, the legal regulation of innovative development of service enterprises can be carried out by identifying and supporting priority areas of innovative

activity of service enterprises; forming and implementing state, sectoral, regional, and local programs; creating a regulatory framework and economic mechanisms to support the implementation of innovative projects by service enterprises; establishing preferential taxation of service enterprises; supporting the functioning and development of modern innovation infrastructure.

The existing legislation could fully contribute to the development of subjects and objects of innovative activity, as well as ensure the effective functioning of service markets (Figure 2).



(Figure 2): Structure of innovation activity in the service market

Thus, an effective scheme for financing innovative activities of service enterprises could be a network of specialized state non-bank financial and credit institutions in various service industries and in certain regions for crediting innovative projects.

The creation of venture funds based on investments by non-state investors (private enterprises, public organizations) would help to activate the process. The legal conditions for the functioning of the venture capital market in the Russian Federation already exist. At the same time, the main problem that needs to be overcome on the path of venture business development is the limited financial resources of service enterprises to invest

them in risky projects. Stimulation of small innovative entrepreneurship as a conductor of innovative activity should acquire particular importance here.

Discussion: The reliability of the presented approaches is confirmed by the fact that the state should initiate the creation of venture funds, take a direct part in the formation of venture capital and, most importantly, organize reliable control over their activities to prevent various kinds of fraud in the service sector (Lukiyanchuk, et al., 2020; Malyugina, et al., 2020; Ogloblina, et al., 2020)

The state can not only directly provide funds, but also insure innovative risks. Subject to guarantees from the state, non-state financial structures can also become co-founders of venture funds. The commercialization of scientific and technical research and development should also contribute to the stimulation of the innovative activity of service enterprises. Therewith, the process of commercialization of the scientific and technical sphere cannot be implemented in the absence of a technology transfer mechanism.

The positive experience of many countries testifies to the prospects for the widespread and effective introduction of the latest technologies, the commercial implementation of innovations created as a result of scientific research and development, the functioning of a network of such innovative structures as technology parks, technopolises, innovative business incubators. Currently, the main effective mechanism for implementing the innovative model of development of service enterprises is the system of technology parks. Technoparks ensure the introduction of high-tech developments and high technologies into service activities by concentrating scientific, service, and financial resources. It is also possible to ensure the functioning of an incubator that will conduct regular educational and methodological seminars, publish methodological manuals for the implementation of projects, develop business plans for innovative projects, and in some cases finance the initial stage of the implementation of projects of service enterprises.

Currently, the need to solve problems related to the innovative development of service enterprises is of particular importance. These issues remain unresolved without the

implementation of decisive steps and actions by the state in the direction of stimulating innovation. The state, as the organizer and coordinator of structural shifts, should create conditions for activating the national service potential, introduce innovations, bridge the gap between science and service activities, and ensure real technology transfer.

Conclusion

Summing up, it can be noted that it is necessary to implement a set of measures of organizational, economic, and legal support, creation, and effective stimulation of innovative structures in the service sector shortly at various levels. It has been proved that venture business needs special attention and targeted support from the state, in particular, the creation of legislative support and the provision of tax incentives to finance innovations in service activities.

In the conditions of a global dynamic highly competitive business environment and accelerated scientific and technological development, service enterprises face the task of strengthening innovation potential and increasing the efficiency of innovation activities, which requires the introduction of a modern system-integrated model of innovative development of a service enterprise, which involves the use of an integrated approach to finding possible areas of innovation, formation of sources and mechanisms for generating and commercializing innovations, communications, and interaction at the stages of the innovation chain.

When forming a model of innovative development of a service enterprise, it is advisable to be guided by new mechanisms that meet modern realities and have shown higher efficiency than linear innovative models. The main task is to carry out thorough monitoring and use internal opportunities to strengthen the innovative potential of the service enterprise, attract external ideas, introduce modern forms of innovative cooperation, integrate the service enterprise into the innovative infrastructure of the market, use digital technologies in innovation, integration into the international innovation space.

When forming effective mechanisms for organizing and managing innovation activities, service enterprises need to initiate the creation and engage in the activities of not only traditional but also new forms of integration of participants in the innovation process and forms of innovation infrastructure development (global centers, innovation consortia, strategic innovation alliances, scientific, industrial and technology parks, technopolises, innovation clusters, technology platforms).

At the same time, the existing legislation in the field of innovation could fully contribute to the development of service enterprises, but the need for implementing extra-budgetary incentives for scientific and technological progress increases in conditions of insufficient budget financing of the scientific and technical sphere. Thus, an effective scheme for financing innovative activities of service enterprises could be a network of specialized state financial and credit institutions in various service industries and in certain regions for crediting innovative projects.

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