

УДК 330.338.984

Business activity as a basis for creating and developing a comfortable environment for human beings

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Annotation. In this article, the issue of the impact of innovative entrepreneurial activity on the social environment of a person was considered. The degree of influence of entrepreneurship on various aspects of society's life is demonstrated by examples. Proposals were made to accelerate the pace of development of the spheres of society based on interaction with the business environment.

Keywords: innovation, entrepreneurship, social environment, entrepreneurial environment

Turning to the history of humanity, we observe that the only eternal and unchanging engine of progress was the desire to survive. The rapidly growing competition for the opportunity to own limited resources forced people to create new ways to meet their unlimited needs.

This issue is still relevant, since the competition between people for the opportunity to realize their desires is increasing rapidly, and resources are still limited, thereby setting an increasingly rigid framework in the competition. The problem of finding a new, most effective way to realize their needs worried thousands of people in completely different historical periods. In this direction, wanting to study the history of the development of mechanisms that contribute to meeting needs, many Russian scientists worked E. F. Cheberko, V. Y. Gorfinkel, T. G. Popadyuk and others. Their works have brought great benefit to research in this field and laid a solid foundation for further study of the above issue.

One of the main ways to improve human well-being since ancient times has been entrepreneurship. We believe that it is necessary to give the term "entrepreneurship" a clear definition.

Entrepreneurship is an independent, profit - oriented, economic activity of a person, which is expressed in the creation of a new way to realize their needs. Entrepreneurship as a phenomenon appeared long before the appearance of industrial society and capitalism. It contributed to the development of society, the creation of new forms of economic relations, laid the foundations of the modern economic paradigm. The main distinguishing feature between an entrepreneur and a businessman was that the former, unlike the latter, brought something new to society, his activity was closely connected with innovations.

Innovations are innovations that should ensure an increase in the efficiency and quality of various processes, regardless of the direction of activity. Also, innovations can be considered the final result of innovative activity, which is closely related to scientific and technological progress. Innovation is a tool for the development of entrepreneurship, and entrepreneurship is a tool for the development of the social environment.

The social environment is a set of material, economic, social, political and spiritual conditions of existence, formation and activity of people in society. An entrepreneur, concentrating economic and human resources in his hands, with proper use, is able to transform and improve not only his own business, but also the environment. An entrepreneur accepts many managerial innovative ideas based on the dictates of the entrepreneurial environment.

The business environment is a set of conditions and factors that affect an entrepreneur and entrepreneurial activity, requiring management decisions to reduce their impact on commercial activity. However, an entrepreneur has the opportunity to conduct activities for the development of his environment. Often, entrepreneurs set themselves only tasks to increase profits, which affects the development of society.

It is necessary to consider how and what effect will be if entrepreneurship directs its material and information resources towards the development of the social environment.

1. In the social sphere of society. Entrepreneurs, having great opportunities for innovative activity, are able to change the social benefits of the society in which they are located. That is, to create educational institutions or to finance them, to engage in charity. It is necessary to understand that the quality of the social environment in which economic activity is located depends on the profit, the number of customers, makes it possible to expand the organization, which is necessary for entrepreneurs. An example is Lee Kashin, an entrepreneur from Hong Kong, who created a charitable foundation dedicated to the development of universities, hospitals and schools on different continents.

2. In the economic environment of society. Entrepreneurship is a solid support for the development of the country's economy, which is a positive phenomenon. However, it is necessary to create a socially oriented entrepreneurship that will provide people with work, conditions for development, support for other newly born entrepreneurial ideas and initiatives. Also, large corporations are able to set the directions of economic development of society. In this case, economic growth in the society is guaranteed. An example can be both companies from the catering sector, such as McDonald's, and from the IT sphere, for example, Kaspersky Lab.

3. In the scientific, spiritual and political spheres of society, entrepreneurship is an element that contributes to development, also provides support, replacing the state in some cases. In the scientific sphere, it is possible to support novice scientists, material support for scientific developments, create conditions for conducting research work on the bases of companies, which really affects the scientific development of society. In the spiritual sphere, it is the preservation of cultural values, the involvement of the younger generation through the financing of museums, modern theaters, which also has a positive effect on the overall development of society. In the political sphere of society, entrepreneurship is able to provide financial and informational support to certain political parties, candidates, thereby launching a democratic political process, enabling a person to realize himself in this sphere.

Indeed, socio-economic systems can serve as a tool for the development of society. For productive, future-oriented, innovative cooperation between entrepreneurs and society, actions are needed that will be able to maintain this union in a stable state. Actions of this kind can be provided by the state with a number of measures:

- Economic measures – tax incentives for companies engaged in innovative support of society, reduction of interest on loans allocated to entrepreneurs, financial support for the company, thereby sharing the burden between the state and organizations.
- Political and economic measures – conducting a policy of protectionism, supporting domestic companies, inviting investments from outside, creating high-quality relations between states based on mutual respect and mutual assistance, which will have a positive impact on the conduct of economic relations between companies and others.

In conclusion, I would like to add that the search for a new way of developing the social environment is an issue that requires close attention from both the state and society. Innovative activity of entrepreneurs, as we believe, at this stage of time, interacting with the state, is able to provide society with stable development, to make qualitatively new changes. Entrepreneurship is a positive phenomenon of human life, which should work not only for blind profit, but also for the benefit of the social environment.

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