

Special Aspects of Development of Business in the Knowledge-Based Economy

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Abstract: The article deals with the questions of development of the theory of business in the knowledge-based economy or information economy and substantiates the new direction of research of questions, connected with the category "business", from positions of the information components influencing it.

Key words: Knowledge-based economy • Information economy • Business • Public production

INTRODUCTION

Small business in Russia as the social and economic phenomenon, exists nearly twenty years. It develops in the conditions of social and economic transformations and formation of information economy around the world or economy based on knowledge in which efficiency of use of all factors of production and ensuring of competitiveness of goods and services depend first of all on enterprise abilities to take, generate, process and to use information in the best way.

In the conditions of formation of the knowledge-based economy, the businessman becomes the central figure of transfer of the Russian economy in a new condition, adapting modern economy for conditions when there is a prompt growth of use of knowledge and information in all spheres of production and consumption. It led to considerable change in behavior of businessmen and principles of their commercial activity [1, 4].

At the same time, domestic businessmen, regarding production and information consumption in their business activity, are only in the beginning ways. There are new problems of studying, both information and business as economic categories and also problems of development of small business in conditions of knowledge-based economy. For example, in a context of market use of information nature of its asymmetry comes out, existence of the negative incentives inducing the businessman to increase information asymmetry for increase in the market force and also artificial deficiency of information created by government officials and other undesirable effects.

Overcoming of negative tendencies of development and permission of vitally important for the state and enterprise structures of Russia of social-economic problems of new economy demands from economic science the search of new approaches. Theoretical methodological problems of formation and business development in modern economy, caused by growth of influence of information component on economic processes are insufficiently studied and debatable.

In our opinion, it is possible to draw a conclusion that degree of knowledge of businessmen about a condition of the markets of resources and sale causes rationality of a choice and respectively decision-making by subjects of managing that, in turn, influences efficiency and productivity of activity of subjects of business. Thus, the higher knowledge is and the higher quality and objectivity of information is, the more rational decisions and the benefit received by businessmen will be.

In work functioning of small business is presented from two positions: as activity in the conditions of full and incomplete information or in the conditions of existence of objective and exact knowledge and in the conditions of their absence (Fig. 1).

Research of economic activity of small enterprises in knowledge-based economy and the main forms of interaction of various institutional structures assumes examination of not only terminological definition of information and other categories of information economy, but also a change of its role in a public production [2]. The main signs of information society are formation of

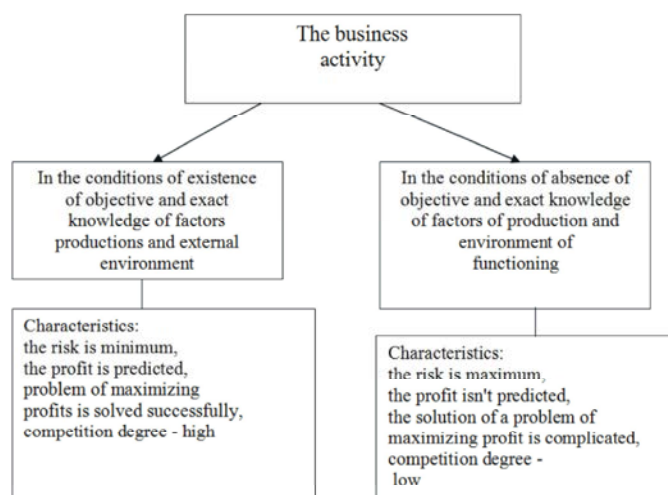


Fig. 1: Business activity in knowledge-based economy

uniform world information space, deepening of processes of information and economic integration of the countries and subjects managing in them, creation of the market of information, transition of information resources of society to real resources of social and economic development. They characterize the different parties of information society: level of development of its productive forces (existence and efficiency of use of information, computer and telecommunication technologies, formation of the information environment) and level of development of relations of production (creation of new types of the markets, infrastructures, etc.).

Let's consider the need of formation of information infrastructure of small business which represents set of the institutes rendering information, consulting, training, scientific and technical, marketing analytical support to small business for its sustainable development and reproduction. Development of information infrastructure of small business urged to solve a number of social and economic problems, creation of conditions of information transparency of the markets, achievement of political stability of society; formation of optimum structure of economy, formation of middle class, unemployment mitigation, employment of women, youth, the military personnel transferred to the reserve, immigrants; growth of revenues of budgets.

Despite positive shifts in development of information infrastructure of support of small business, its level is obviously insufficient as evidenced by the level of development of small and medium business in Russia, measured on the standard indicators in industrialized countries.

Unevenness of distribution of elements of information infrastructure on regions comes to light in the course of work. Due to the lack of financing many structures render services in the free market prices inaccessible to small enterprises. There is a deformation of infrastructures of support of small business as a result of absence of the financial and resource help and the wrong personnel policy. The situation becomes complicated due to absence of the concept of development of information infrastructure of small business support. The concept of creation of information infrastructure of small business has to be under construction on the basis of representation of complexity of information services in uniform system accumulating information for business activity for the purpose of assistance of economy development, formation of effective information infrastructure of small business, creating favorable conditions for a sustainable development of small business on the basis of the following principles: systemacity and complexity of service; providing information services in the uniform standards approached to international; standardizations of information projects; updating of data in established periods; replications of successful information projects to other regions.

Upon transition to the market economy the specific factors which have caused fundamental change in development of informatization started working in Russia: transition from controlled economy to the market system having other information nature and making other demands to the contents of information and quality of information processes; liquidation of the state monopoly

for information; country inclusion in the international economic relations and respectively in world information space.

All listed factors radically change information requirements of small business both quantitatively and qualitatively [7, 8]. The increase in private sector of economy promoted specification of property rights and creation of interest of participants of the market in a free information exchange.

Proceeding from the conducted research, the following tendencies and features of development of business in conditions of knowledge-based economy are allocated in work:

The expansion of abilities of enterprise talent to receive, generate, process and effectively use of information based on knowledge, in the following areas:

- The organizations of production and release of goods and the services, satisfying the level of quality demanded by consumers by connection of all necessary factors of production;
- Adoptions of reasonable decisions on production management and business in expanded economic space and in real time;
- Decrease in risk during the using of money, time, work, business reputation and receiving the guaranteed profit and other useful effects at the expense of reduction of aprioristic information insufficiency thanks to extensive information network connecting all economic agents;
- Innovations, *i.e.* introductions of new competitive technologies, methods of the organization of production and new products which are in demand in global economic scale.
- Formation of global nature of business activity of extensive network directly connected with emergence of Internet and its use by businessmen to create new ways of trade, including, through online stores.
- Existence of opportunities for businessmen to use or consciously create information asymmetry in markets for increase of profit or other benefit at the expense of use of information channels and advertizing distribution in conditions of legal imperfection.
- In the conditions of modern market economy known economic resources are also freely bought and sold when using information bring to the owners expanded income in the form of a rent, including information component of profit.

- Unilateral character of the economic relations of the businessman with the hired worker which is expressed by his advantage and leading provision of drawing up conditions of employment contract with the hired worker with elements of asymmetry of information that results in asymmetry in their economic benefit in the course of relations of production, *i.e.* to uneven distribution of profit between them.
- Traditional and nonconventional ways of formation and use of market information when maximizing profits, connected accordingly to overcoming of asymmetry of information and, on the contrary its artificial creation and growth.
- Lack of knowledge constrains introduction of scientific achievements in business activity.

Thus, in knowledge-based economy, existence of small enterprises depends on how detailed, timely and qualitatively it is possible to trace information about markets and goods with which they work. Such knowledge and information can provide strategic advantage before competitors. The situation becomes significantly complicated during the work in several markets situated in different regions.

Experience of development of domestic and foreign business convincingly shows that along with need of financial and property small business support, providing small enterprises with necessary information resources for development of business activity and conducting civilized business becomes more and more important. The solution of this problem possibly only in the presence of complex system of creation and distribution of business and all-economic information. All existing elements of infrastructure of business support and also available information resources have to be integrated into this system.

The organization and development of information support of business in Russia provides solution of the following tasks: optimization of existing information infrastructure and creation of a uniform information field for small business on its basis; expansion of scope of modern information technologies in business practice; use of opportunities of networks of business information and mass media.

Conditions of the Solution of Objectives are: Competence of holders of information resources in questions of

support of small business; participation of all structures of business support in activity of system and effective use of their opportunities; expansion of opportunities of existing information infrastructure; existence of administrative and resource support; adjustment of effective interaction with the organizations working at the information market; effective use of opportunities of new information technologies.

As information support of small business we offer the following mechanisms of business development in Russia in area:

- Development of the state measures of support and stimulation of growth of volume and quality of information.
- Competition development between owners and producers of information.
- Developments of small business in the sphere of information services.
- Ensuring the state control of reliability and timeliness of information arriving on the market.
- Development of the state measures of support and stimulation of growth of volume and quality of business information.

Thus, for successful development of small business it is necessary to change public mentality, to create viable enterprise information infrastructure which is defined as system of the specialized institutes created with the participation of the state or at the initiative of business circles, urged to create favorable conditions for business development in conditions of emerging of new knowledge-based economy in the country.

In this work there was determined that the principles and mechanisms of creation of a uniform information field for small business have to be built on the basis of the analysis of real-life needs of businessmen in information resources proceeding from existing realities, especially in the conditions of world crisis.

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