

ДИСКУСІЙНА ПЛАТФОРМА 5
МАРКЕТИНГ ТА ПІДПРИЄМНИЦТВО:
ІНТЕГРАЦІЯ ДОСВІДУ

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**THE SPECIFIC OF THE DEVELOPMENT
OF YOUTH ENTREPRENEURSHIP IN R. OF MOLDOVA**

Developing entrepreneurship and especially Youth Entrepreneurship is a critical issue for the development of any national economy. Particularly this is important for transition countries such as Moldova, where entrepreneurial culture is not traditional. Thus, we can consider that the people formed during the Soviet period have a modest entrepreneurial spirit, determined by the specific education, in which obedience and execution skills and abilities were demanded. Critical thinking, non conformism, assuming certain risks-important ingredients for an entrepreneur were not stimulated. At the enterprises of that period, the planning function was not necessary, and administrative plans were elaborated by the superior institutions. There were no incentives for innovation, radical change and new approaches, even more these attitudes were discouraged.

Thus, for all post-communist countries, we can see a modest initial level of entrepreneurial development caused not only by legislative, regulatory, economical conditions, but also human factor, due to insufficient skills developed to become an entrepreneur.

Indeed, examining the number of SMEs per one thousand inhabitants, as an indicator that would characterize the level of development of entrepreneurship for these countries, was considerably smaller than for Western countries. This indicator is further increasing, also due to the change in the education paradigm. Therefore, we can see that the development of entrepreneurship is caused, on the one hand, by the external factors of the regulatory framework, the level of economic and social development specific to a country, and on the other hand the national culture, the entrepreneurial education which is a dynamic process, but still with a rather high inertia. In this context, we can see that the country's population can be segmented by age, so young people have much more abilities and skills to organize and manage their own business. It should also be emphasized that young people, although have less knowledge and are less experienced, are more prone to risk and innovation. This is especially important, if we are connected with information technology where the dynamics of change is overwhelming.

Youth Entrepreneurship is important for strategic development of the economy, creating long-term development opportunities, a stronger drive for innovation, more efficient use of new IT tools characterized by exceptional dynamics. At the moment, the inertia of human thought can be an impediment to capitalize the new technological opportunities that arise and then, due to the greater flexibility of young people, the easier acceptance of new ideas, challenges, the promotion of an organizational culture favorable to the innovative spirit, it becomes possible to overcome this barrier.

Entrepreneurship is a catalyst for growth, creating new jobs, contributing to middle class formation and thus solving social issues. Youth Entrepreneurship is also important for strategic development of the economy, creating long-term development perspectives, a stronger drive for innovation, the better use of new IT technology where exceptional dynamics are attested.

Entrepreneurship development can be sustained in two ways: education and entrepreneurship support. The development of entrepreneurial spirit and values can be plenary developed in the conditions of a democratic society in which diversity of views, critical thinking and non-conformism are accepted and even promoted. R. of Moldova is still a transition country, from a society with an authoritative past to a democratic society, so there are still many "roots" that are impediments to the development of entrepreneurship, especially for the elderly.

The analysis carried out shows that in R. of Moldova there are both governmental institutions and NGOs sufficient to support the development of entrepreneurship. However, there are some impediments to its development, such as: still insufficient financial support for small business, insufficient consultation for SMEs especially in rural areas, and stakeholders interested in the development of entrepreneurship has a modest degree of collaboration. In this context, it is important to initiate the institutional coordination actions and cluster creation, which would allow for more efficient use of resources and would ensure a greater impact of implemented measures.

In order to examine the business environment and its perception by young people, a survey of opinions was conducted. As a result we notice that uncertainty avoidance is at a high level, which can be considered negative for the development of entrepreneurship. It is therefore necessary to promote the change of the cultural paradigm, which would be permissive for assuming the risk and the right to failure. It is established the importance of the supporting of own team and family and, at the same time, the transfer of knowledge and practical skills through mentoring, conferences, seminars, etc. is considered more important than formal training in schools and universities.

There is evidence of deficiencies in attracting financial resources, and commercial banks are less likely to collaborate with SMEs and young entrepreneurs without experience, whose business involves greater risks. It is therefore necessary to develop an economic ecosystem that would favor the lending of small companies, the development of instruments that would interest the banking and non-banking sectors such kind of operations.

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DEVELOPMENT OF YOUTH ENTREPRENEURSHIP IN LATVIA

This study is devoted to youth entrepreneurship in Latvia and constitutes the first part of broader research with the aim to investigate and compare the business environment in the post-Soviet countries as well as identify the possibilities for higher education institutions to support youth entrepreneurship. The objectives of this research are to study the youth business environment in Latvia, indicate the key factors important for development of youth entrepreneurship and work out recommendations for further improvement of the youth business environment in Latvia. To achieve these goals, the authors carried out an online survey of young people and conducted structured interviews with a carefully selected group of experts in order to obtain quantitative and qualitative results from both sources. The mixed method design was used for this research. The opinions of prospective young entrepreneurs, as the results of a quantitative survey and qualitative questions, are compared with a business environment assessment by experts, using quantitative indicators and qualitative argumentation. The experts evaluated support instruments of youth entrepreneurship, political and economic stability, level of corruption and bureaucracy and other factors. The experts' views are also studied to identify the impact of state tax policy, access to funding, level of financial and entrepreneurial literacy and other factors on opportunities for starting a new business.

Several conclusions were formulated from the study.

1. In general, the environment for the development of youth entrepreneurship in Latvia is favourable due to political and economic stability, the low level of terrorism, the positive influence of participation in the EU, NATO and the OECD, and high openness to European experience.