

Youth Entrepreneurship Support Model and Youth Business Associations

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Abstract: - The relevance of the study of the youth business model is due to its significance in the entrepreneurial environment, since novice young entrepreneurs will determine the state of our economy in the future. Nevertheless, modernity poses many specific development problems for the younger generation, overcoming which is almost impossible without the support of experienced businessmen and the state. Targeted support for young people in the region will determine the possibilities of sustainable functioning and growth of small business, and this, in turn, will provide the basis for its economic development and increase its investment attractiveness. The purpose of the research presented in the article is to build an effective youth entrepreneurship model as a dynamic process in which a successful transition from one stage to another is ensured by a combination of competencies and favorable conditions provided at each stage by a certain set of forming and supporting structures. These structures play an important role in the formation and development of a young entrepreneur at certain stages of his life cycle, since their educational events, contests, information platforms increase the understanding of the possibility of using existing support methods and the confidence of young people in the correctness of the business choice made. The authors have identified the most active structures in Russia in the field of youth entrepreneurship support. Nevertheless, with all their activity, the activities of these structures are more focused on the allocation, support, training of young businessmen, which covers the first two or three stages of the dynamic process of youth entrepreneurship. As a result, youth organizations stop developing or fail. One of the reasons is the absence of a mentor, an adviser-consultant who can help to analyze the activities of the enterprise and suggest the direction of its development. It is established that the formation and development of youth business at many stages of its life cycle is influenced by business associations (associations of young and significant entrepreneurs for the realization of common goals). In such a way, the article highlights the most significant factors determining the sustainable development of youth business. Their integration is currently in a formative stage, and their isolated application does not always meet the interests of young entrepreneurs. Concerning the analyzed elements of support for the stages of youth enterprise formation are integrated into a matrix model that ensures the sustainability of the activities of talented young people who have connected their lives with the business sphere.

Key-Words: youth entrepreneurship, business associations, model, life cycle stages, support structures, government support, mentoring.

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1 Introduction

In unstable conditions complicated by digital transformation, the value of searching for factors for the management effectiveness growth of the organizations and their achievement of stable competitive positions increases, in which young competent professionals who understand their field and subtly feel the smallest changes in the economy have immediate value. As expected, the period of the coronavirus pandemic has significantly affected the functioning of almost all organizations. This has had a particularly strong impact on the speed of online technologies introduction and the expansion of the use of Internet resources. The most pressing issue of this period was the preservation of jobs and

the involvement of young professionals in various areas of the economy, including business organization, since inexperienced young people are less effective at work, but adapt quickly and allow seeing the work of the company from the other side.

The young generation is the basis of the future achievements of society, its initiative force that makes positive changes in the dynamics of economic development and is the bearer of a large share of innovative potential, therefore it is unacceptable to rely on the fact that this key social group will somehow solve its own problems, it is especially important to help young people to use their versatile potential to improve efficiency of enterprise management. An important role in

organizing business support for young people is played not only by the state, but also by the system of integration business associations, that is why it is necessary to build their interaction within a certain model, which has not yet been sufficiently studied. It could be a reserve for obtaining additional benefits for enterprises created by young people.

1.1 Literature Review / State-of-Arts / Research Background

The importance of youth entrepreneurship is revealed in the works of many authors from different countries [6],[9],[11],[12],[16],[24].

Youth entrepreneurship is an important sector of the economy that requires serious attention from society, business, and government agencies. Especially considering that entrepreneurship is not in high demand among young people. Various authors consider the following as the reasons for this situation: 1) unstable economic conditions for business, especially in modern post-pandemic conditions[4], [5]; 2) lack of necessary information and knowledge and lack of competencies in the field of business organization, which requires improvement of training methods for the development of entrepreneurial abilities[14], [18]; 3) uncertainty of young people in their abilities and success of a business career[2], [7], [10], [13]; 4) lack of youth platforms for testing new ideas and checking the investment attractiveness of innovations, exchanging information on the difficulties of their implementation, obtaining expert assessments of their reality and significance[1], [19], [20]; 5) low level of financial support for youth projects [6], [8], [10], [17], etc.

To overcome these shortcomings in youth entrepreneurship, properly constructed, targeted support is needed at all stages of the development of small enterprises newly created by the young generation. Building a model of such support for Russian realities was the purpose of this work. Its implementation will contribute to the fact that entrepreneurship will become a more understandable, accessible, and popular activity among young people.

2 Methodology

The main methods of research of youth entrepreneurship have become a systematic analysis of its process, diagnostics of emerging

problems and structures of youth business support, modeling of its process, based on morphological analysis of possible solutions for individual problems of youth entrepreneurship by stages of the life cycle (as morphological features characterizing its process) and their subsequent systematic combination in the form of a model. Specific problems are both the tasks of youth business creation (substantiating competitive ideas, finding sources of funding, forming stable relationships with suppliers), and the tasks of its formation and development (providing assistance in gaining a reliable position in domestic market, as well as while entering foreign market, solving the problems of enterprise growth, protecting young people interests in government, etc.). Formation of an integrated model provides an answer to the general question of choosing a structure that can systematically support youth business. This approach is based on the search for all possible variants of private solutions and a functional decomposition representation of the youth entrepreneurship support system in the form of an aggregate having input signals (the impact of support structures), which are transformed into output parameters (sustainable development of youth enterprises). The impact of support structures is diversified and reflecting the different entrepreneurial problems of young people (input signals). All structures representing the state, business, and educational organizations ensure the preservation and development of youth enterprises and the solution of youth unemployment problem (output parameters). The approach involves the use of a large number of parameters characterizing the support system, but to understand the basic patterns, it is advisable to simplify and enlarge them to an extremely abstract model, which at the same time preserves the main relationships and allows seeing the whole picture and identifying development trends. In this regard, the support forms need to be enlarged and the model presented in the form of a matrix reflecting their relationship with the stages a budding youth business development.

3 Case Studies / Experiments / Demonstrations / Application Functionality

It is difficult for a young person to become a successful businessman, because entrepreneurship is a dynamically developing process, all the contradictions of the modern market are manifested in it, complicated for young people by poor awareness about it and misunderstanding of all the

possibilities of a new enterprise being created. For young entrepreneur to become, grow, and prosper, it is necessary to have the skills to navigate the continuum of events and stages that shape his business, as shown in Figure 1.

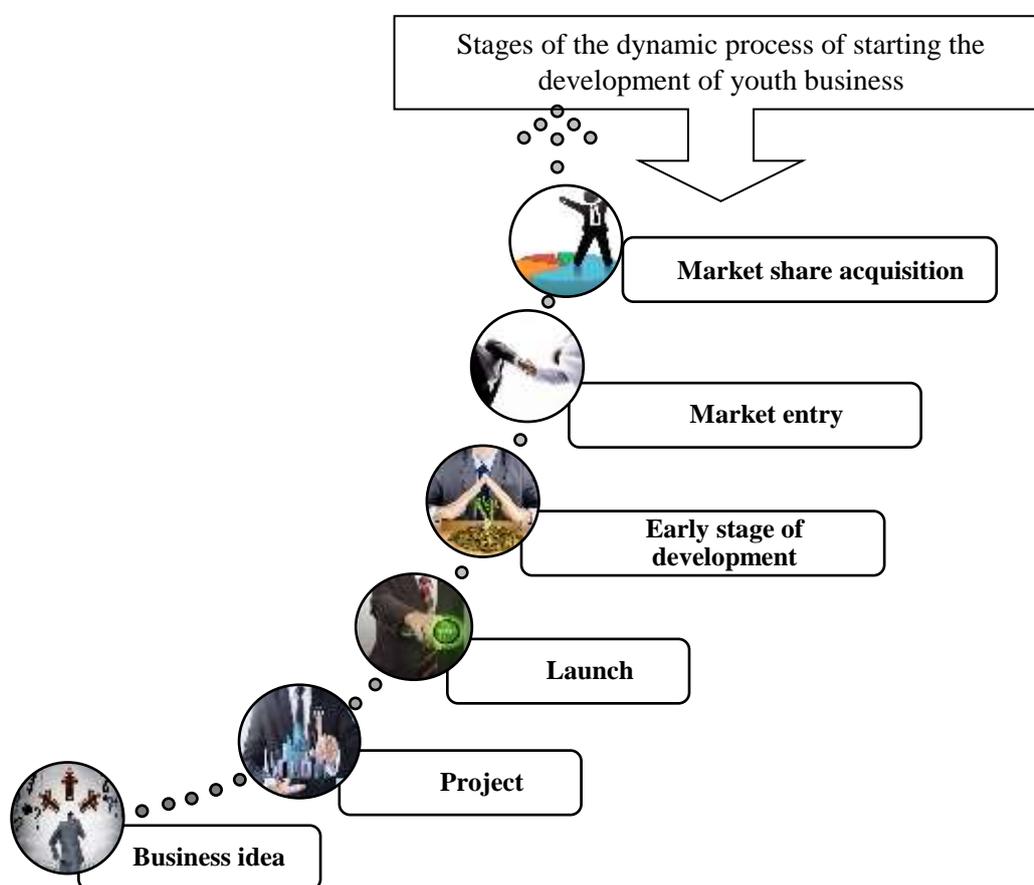


Fig. 1: Model of youth entrepreneurship as a dynamic process

Consider the steps shown in Figure 1.

Stage 1. Business idea. The business of young people begins with the justification, recognition, and formation of success confidence in the main idea of the new enterprise. Without this, progress towards the goal is deprived of the main thing - the energy and confidence of the young founder that he or she must do everything possible to implement the business idea.

At the stage of forming a business idea, it is initially necessary to find viable, attractive ideas for creating an enterprise, and then it is important to correctly assess the prospects of the "born" idea of a new project, both from the standpoint of its immediate commercial success and from the standpoint of the long-term attractiveness of the product being created for the consumer. In addition, it is necessary to assess the adequacy of available

resources: financial, material, and competence-based.

Thus, the path of the young businessman starts from the stage of the business idea origin, when an entrepreneurial vocation is manifested, motivation to create his own business is formed, key competencies are obtained, and an attractive business idea is determined.

At this stage, various measures are needed to promote the emergence of a new business organizer: introducing successful businesses and factors of their effectiveness to young people, teaching the "basics" of creating companies, business planning, project management. Already at this stage, it is important to indicate that a new business and its young organizer are interesting to big business, the state, and society. All these functions can and should be performed by

educational organizations together with unions and associations of entrepreneurs.

Stage 2. Project. The stage of creating a project for an attractive business idea. The qualitative development of a business project clearly defines and specifies the goal, the elements of the enterprises' creating process, and the resources necessary for it. Without this, launching a project means dooming it to at least low efficiency, and at most to the termination of the company's existence even before its creation.

We need the help of experienced entrepreneurs and experts in assessing the parameters of a business idea, embedded in the calculations of an innovation and investment project, as well as the preparation of a high-quality business plan. At this stage, educational institutions can provide support (the development of theses as startups), as well as experts from associations and unions of entrepreneurs, various funds to support entrepreneurs.

Stage 3. Launch. It includes the final project assessment and implementation, taking steps to provide all the necessary resources to start a business. This stage includes the final evaluation and implementation of the project, taking measures to provide all the resources necessary to start a business. At this stage, the most important assistance is in attracting resources, primarily financial and investment, as well as competent personnel. Such support can be provided by business unions, investment funds, small and medium-sized business support funds, recruitment agencies, and educational institutions.

Stage 4. Early stage of development. The created youth organization begins to function; internal business processes are being worked out at this stage. It is characterized by the start of activity,

entry into the market, and the need to eliminate emerging operational problems characteristic of newly created firms. Experienced managers and business unions (through a mentoring system) can help young managers to overcome crisis phenomena.

Stage 5. Access to the market. This stage involves the development of business processes in the external environment as part of the growth in product output and the need to expand market share.

And finally, Stage 6. Gaining market share. This stage involves the development of business processes for entering new markets. Young entrepreneurs who will keep their business and will function successfully, having taken their market share, will enter the next stages of growth / maturity, at which they will already "scale" their business, acting on equal terms with other market participants.

A successful transition from one stage to another requires a different combination of skills and favorable conditions at each stage.

The educational system plays an important role in the formation and support of young entrepreneurs. It is designed not only to form the cognitive competencies required by a modern entrepreneur, but also to create interest in business, which is no less important, since it forms the motivational component of an entrepreneur's competencies. Its activities will contribute to the fact that "young people will no longer perceive entrepreneurship, business as a field of activity inaccessible for them"[8].

The whole set of forming and supporting structures is presented in Figure 2.

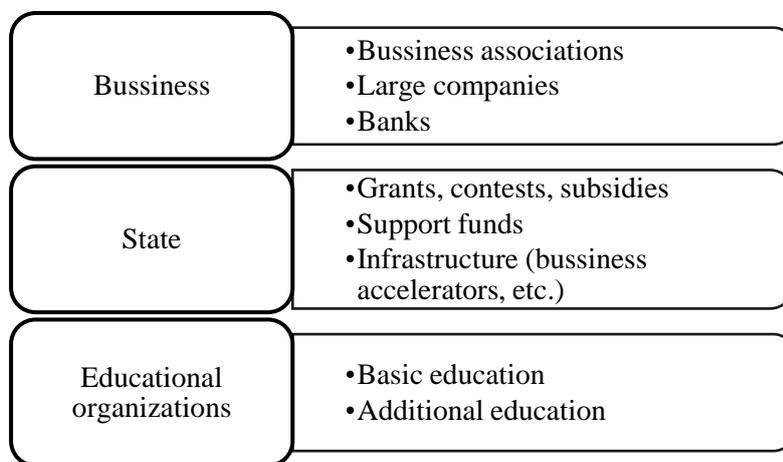


Fig. 2: Youth

business support

structures

Each of these structures plays an important role in the formation and development of a young entrepreneur at certain stages of his life cycle:

- educational organizations at the stages of forming a business idea and creating a project for it;
- the state and its structures – at the stages of launch and commencement of activities;
- banks – at launch and development stages;
- large companies and business associations at the stages of starting operations and entering the market, as well as in the further functioning and scaling of the business.

These structures provide a wide variety of support for young people to engage in entrepreneurial activity.

Thus, for example, the State Budgetary Institution of the Stavropol Territory "Center for Youth Projects" annually in 2019-2021 conducts:

- 1) the business game "Entrepreneur's Spirit" within the framework of the Day of Unified Actions "Day of Russian Entrepreneurship";
- 2) regional competition "Young Entrepreneur of the Stavropol Territory";
- 3) regional business marathon "Entrepreneur's Spirit";
- 4) regional event "Get busy", etc.

In addition to regular measures, one-time initiatives are carried out: interactive "Business on air" within the framework of the Day of Unified Actions "Day of Russian Entrepreneurship" on the Internet platform; regional competition "Portrait of an ideal entrepreneur"; regional forum of youth entrepreneurship initiative "Career 26" and others. Even the pandemic restrictions have not canceled the activity in the direction of supporting youth entrepreneurship.

As a result, the audience coverage is 1,300-1,400 people annually, the qualitative composition of which is represented by active entrepreneurs, interested youth, organizations of the business environment, as well as schoolchildren, students; the involvement of young people in activities for the purpose of learning entrepreneurship, increasing self-development and rational use of available resources increase; among the goals achieved: the intellectual potential of the youth of the Stavropol Territory is analyzed, the interest in the implemented activities has been increased, the problem of involving young people in entrepreneurial activity has been actualized, and measures have been organized to minimize the lack of information in this direction.

University-based student business clubs are an important element of supporting youth business

initiatives. The name of such clubs may be different, but in fact these structures organize discussion platforms; training courses, trainings; consulting organizations in various fields of entrepreneurship. Moreover, business clubs can become an information platform for investors who are invited to periodically conduct competitive defenses of business plans, the authors of which are students.

Thus, the Association of Graduates of the North Caucasus Federal University has created a League of Young Entrepreneurs, which holds meetings of students and successful entrepreneurs, for example, representatives of the closed business club "Southern Frontier", where new projects, issues of state support for small and medium-sized businesses, strategic development of the region, as well as the involvement of young professionals in the field of entrepreneurship, and help for them to find investors are discussed.

Another form of support is student advisory communities, which are created by students and teachers to ensure the development and implementation of students' business projects, to help them to solve financial, accounting, marketing issues.

Nevertheless, stable support from the phase of "hesitation" of a young person – to become the head of the business or go on to "study" as an ordinary employee in an already functioning large or small company – before making a decision in favor of his business and successful long-term implementation, is beyond the power of educational institutions. Practically no one provides such support. But this is the support option that can give confidence to the young generation in the correctness of their choice and the reliability of their activities in the future.

Let's consider which of the above structures (Figure 2) has the ability and motivation to take on this function.

As noted above, educational organizations are not suitable for such a role, since their sphere of influence does not extend to the long-term existence of business, and their interests are local in the field of formation and development of entrepreneurs' competencies. Although they can, on behalf of the state or large business, create business associations for certain industries, for example, business incubators and technology parks, but this is usually local, not large-scale, and they will not be able to do this without funding from the state or business.

The state and its structures (support funds, business incubators, technology parks) are a

stronger side in creating systemic support for young entrepreneurs, but this is in fact only part of the more global tasks of youth policy, including the development, employment, and well-being of young citizens.

Individual enterprises of large business, having a sectoral specificity, have an interest and will support those young people who are inclined to create the enterprises they need, the development of a specific industry, which is crucial for some territories with large, city-forming enterprises, but does not exhaust the opportunities and interests of the youth in this region.

Banks have a more integrative interest. Studying their experience shows that they are constantly creating platforms to support young entrepreneurs.

Center-Invest Bank believes that youth business needs not only benefits in servicing and lending, but also systemic support. This Bank conducts free webinars, trainings and workshops available online. It not only "shares its own experience of working with startups, teaching them in Financial Literacy Centers to draw up a business plan, budgeting, and marketing, but also invites entrepreneurs who are ready to share successful cases with aspiring entrepreneurs in the Bank Accelerator"[15]. The experience of this bank testifies to the importance of mentors for the formation of a youth small business. At the same time, "contrary to stereotypes, the older generation is quite willing to share their secrets with future partners and competitors"[15].

Business associations (associations of young and significant entrepreneurs for the realization of common goals) are an important structure that affects the formation and development of youth business at many stages of its life cycle. The creation of business associations testifies to the maturity of the relationship between business spheres, shows that their representatives consider each other as colleagues, take the existence of common interests that need to be defended together as an important given.

Business associations create platforms for communication, coordination of opinions, discussion of ideas and plans, exchange of news.

Business associations help in the development and implementation of projects that are both developing and activating the industry, and uniting businesses through the definition and maintenance of a common ideology (in industry journals and newsletters, exhibitions, training centers, regulatory documents, etc.).

The Business association carries out contacts with government agencies, defending the interests

of its members, monitors the indicators of business stability and security, ensures the formation of its image in the macro and micro environment.

It is important to note that the "rules of the game" developed in the business association, common to its participants, should consider their interests, and, first of all, rely on their study. For example, based on a study of the members' needs, the business community determines what intellectual services the association will grant, which enterprises will be provided with benefits or services will be free (in particular for youth companies).

The possibilities of integrating businesses are increasing many times, which manifests the synergetic effect of combining diverse parties, as a result, they are able to achieve goals that they would not even undertake alone.

Such advantages include:

- common major image projects (joint magazines, exhibitions, training centers);
- defending the interests of association members at the state level;
- assistance in the processes of tenders, access to external partners, and interaction with the state;
- consulting support in solving business problems, advertising, commercial conflicts, and other issues;
- high-quality training of employees;
- providing information on the state of competition, market research;
- joint promotions;
- image support of business associations, etc.

According to A.Zudin, business associations have a dual institutional status:

- 1) as "one of the links in the mechanism of economic system management,
- 2) as a form of organizing business interests" [25].

According to the authors of the article, in accordance with their mission – representation and protection of the interests of economic entities, business associations should also represent and protect the interests of young entrepreneurs. "Among the specific types of business associations, it is customary to distinguish three main types:

- 1) business associations as such,
- 2) employers' unions,
- 3) chambers of commerce.

The first two types, in turn, are usually divided into national and sectoral one. Along with the "pure" types, there are also "mixed" types: intersectoral, regional" [25].

We will present the whole set of the most popular business associations in the form of a

diagram (Figure 3).

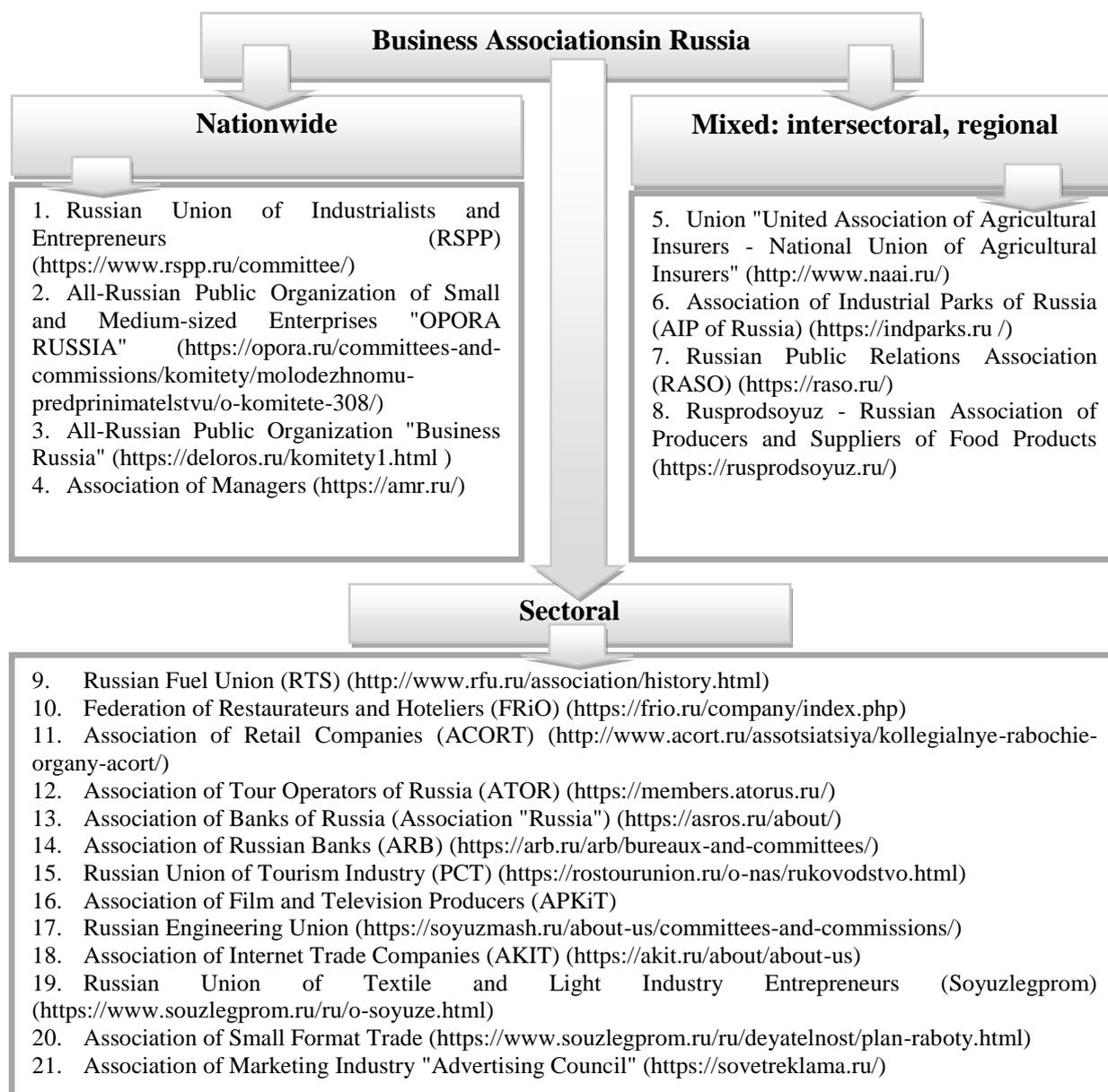


Fig. 3: The most well-known business associations in Russia (according to media data [22]) (indicating the sites viewed by the authors)

Nevertheless, as shown by viewing the websites of business unions, associations and business associations that occupy leadership positions in society, structurally, in the vast majority of them, youth units and unions are not allocated, only some of them carry out activities to support youth entrepreneurship.

The leaders in representation in regional media are business associations that unite enterprises of various industries - insurance; business associations, associations of the tourism industry; associations of food producers and representatives

of the agricultural complex and others. Viewing these sites showed that the business community of the Russian Federation practically does not see youth entrepreneurship as an independent problem and a layer of entrepreneurs who have urgent needs in interaction with experienced entrepreneurs, and does not single them out as a significant specific business area.

The international non-governmental Eurasian business association also has no youth structures: the Financial and Business Association of Eurasian Cooperation (founded in 2013), which until March

2020 was called the "Financial and Banking Association of Eurasian Cooperation".

Among all business associations, the All-Russian Public Organization of Small and Medium-sized Enterprises "OPORA RUSSIA" stands out (it includes about 450 thousand entrepreneurs, more than 100 industry unions, associations and guilds [23], which "actively supports the development of youth entrepreneurship, contributing to the formation of a new formation of entrepreneurs focused on the introduction and development of innovations and technologies OPORA RUSSIA has formed a committee on youth entrepreneurship, which is the largest association of young entrepreneurs in Russia[23].

Youth committees have also been established in the regional branches of the OPORA RUSSIA (there are 33 such structures in operation now), which serves as an important factor in creating an ecosystem of domestic business.

OPORA RUSSIA has held more than two thousand youth events over the past year, in which about 160 thousand people participated. Media coverage – 1,860,000 people. Among the most important events of 2021: the meeting of young entrepreneurs (the first offline youth forum in the post-pandemic period, where there were participants from 31 regions of Russia); the IX International Business Forum "Gathering of Successful Entrepreneurs" (more than 700 entrepreneurs from 12 countries participated); support of the All-Russian student competition "Your Move" in the direction of "Creating a new one"; the concept of entrepreneurship ecosystem in universities has been developed; the first steps have been taken to implement the project "International Business Accelerator".

Thus, the most active structures in the field of youth entrepreneurship support: (banks, including Sberbank), OPORA RUSSIA, as well as some business associations. Nevertheless, with all the activity of the OPORA RUSSIA, which is indicated by its landmark events of 2021, its activities are more focused on the allocation, support, training of young businessmen, i.e. it extends its active influence on the first two or three stages of the dynamic process of youth entrepreneurship (shown above in Figure 1).

There is little representation of such a support direction, which we consider to be the key one, as mentoring. There are many examples when youth organizations have not been developed for many years. One of the reasons is the absence of a mentor, an adviser-consultant who has a comprehensive vision, will help to analyze the

activities of the enterprise and advice the direction of its development. For a young person to become a successful entrepreneur, it is important for him from the first steps to have a mentor who will help to build an integrated approach that includes a development strategy.

In the modern world, mentors play an important role in the formation of a young specialist. Mentor is not only someone who shares his experience and turns to the right path, but also someone who helps to overcome the barriers of self-doubt and doubts in the business. As a mentor, both a professional of a similar field and a person not related to it can act. The most important thing is to help to develop the personality of a young entrepreneur so that he can implement his initiatives with minimal and surmountable difficulties. A mentor can be either one successful person (individual mentoring, as the most common option), or a group of strong entrepreneurs, managers (collective mentoring over a "pool" of dedicated or "joined" young entrepreneurs). Neither the first nor the second option of mentors, as a party that will share responsibility for the results of the formation and development of the business of young people, was not possible to distinguish in the work of these business associations.

We consider the specially created youth business association to be the most purposeful work, which is the implementation of regular systematic and interested measures in relation to young entrepreneurs.

The concept of the Association of Young Entrepreneurs (AMPR) was formed in 2006 initially in the form of a special program for interaction with the entire business community. The ideas and tasks of the AMPR from the very beginning of its emergence were close to the majority of young entrepreneurs who proactively went to the AMPR website, asked questions, gave practical suggestions, provided and support its work. Then a branch network developed, consisting today of more than 60 branches in the regions. This network structure represents various areas of youth entrepreneurship and continues to expand throughout Russia. The activities of the AMPR currently include a wide variety of activities [3]:

1) youth events, among them the most significant forums: Krasnoyarsk Economic Forum; Sochi Investment; International Business (city of Omsk); investment forum "Russia is calling!"; "Small and medium-sized businesses - the basis of socio-economic development of Russia in the XXI century", etc.

2) deepening support for youth entrepreneurship in the subjects of the Russian Federation by including it in programs and concepts for the development of entrepreneurship in the regions;

3) creation of a Public-Private Partnership Center for Youth Initiatives;

4) publication of the magazine "Young Entrepreneur";

5) conducting regular free training courses;

6) organization of practical internships for students, etc.[3].

The activities of the AMPR are diverse, which reflects the diverse entrepreneurial interests of young people. As a result, the structure of the

association's committees is also wide. There are committees on agrarian issues; development; innovative technologies; culture, education and art; entrepreneurship development, etc. It is very noteworthy that all of them are very important for the development of youth entrepreneurship in the troubled North Caucasus region, where youth unemployment has the highest rates. The Coordinating Council for the North Caucasus has been established to address these issues.

Based on the generalization of the activities of various structures to support youth entrepreneurship, we propose a matrix model of this system (Figure 4).

Support structures		Stages of the dynamic process of starting the youth business					
Group	Type	Business idea	New business project	Launching a new business	Early (initial) stage of development	Entering the market	Gaining a market position
Educational organizations	Basic education (universities, colleges)	**	**	+			
	Additional education (universities, business schools, centers, etc.)	+	**	+	+	+	+
State	Grants, subsidies, contests	+	+	**			
	Support funds	+	+	*	*	*	*
	Infrastructure		+	+	*	*	
Business	Banks	**	**	**	*		
	Large (city-forming) companies	*	*	*	+	+	+
	Business associations, including a mentoring system	**	**	**	**	**	**

Designation of the structure's participation in the support of youth entrepreneurship:

** proactive participation

* participation as an assistant

+ participation on behalf/by the order of the state and/or a young entrepreneur and/or a business association

Fig. 4: Matrix model of support for youth entrepreneurship development

The new economic reality that has emerged in today's difficult conditions characterized by the breaking of economic ties with companies from different countries. This requires business in general, as well as young entrepreneurs, to search for new strategies and approaches to development within the framework of import substitution, search for new markets and, as a result, improve operational and marketing processes for their implementation.

Small and medium-sized enterprises were among the most vulnerable, and among them those created by young people. An effective way to support them is business mentoring by experienced, successful entrepreneurs, including assistance in business analytics, developing business plans and choosing development prospects.

This conclusion was reached by experts and participants of the mentoring program "Business Mentors" at the St. Petersburg International Economic Forum (SPIEF-2021) [21]. The Business

Mentors program is free, all representatives of small and medium-sized businesses can apply for training and selection of a mentor.

As a result, business mentors are highlighted in a separate line in the proposed model to draw attention to the importance and obligation of this element.

The proposed model can be used as a basis for the formation of a regional support system for youth entrepreneurship. It shows the forms of influence on young people to attract them to business, the choice of a particular business and its promotion. The application of the model developed by the authors will help public authorities to identify these stages in the process of creating and developing youth businesses that are not provided with structures and support measures, and to adjust the funds allocation to enterprises.

4 Conclusion

In conclusion, it should be noted that there are difficulties and shortcomings in the existing support system, which we must try to avoid building its effective version.

First, the orientation towards the choice of entrepreneurship prevails as a means of subsistence. As a result, support programs for young people lead to the choice of the idea of "occupying a free niche to minimize competition", which leads to the formation of micro-entrepreneurs, often with the occupation of low-productivity, industries unattractive for large businesses. The effectiveness of these programs can be improved if micro-entrepreneurship is directed to strategic growth sectors, to areas with higher market demand and high added value.

Second, support for monitoring results, especially to conduct long-term assessments of entrepreneurial results, including measuring their profitability.

Third, it is important to provide comprehensive, multifaceted, and consistent forms of support that meet the needs of young business managers: obtaining special skills, necessary finances, support for family and friends, which smoothes the barriers to choosing entrepreneurship as the main (and not temporary, auxiliary, additional) life path. This is helped, first of all, by mentoring, as well as grants, business unions.

Fourth, a combination of support options is more effective than focusing on one of them. Research shows that business training programs will have a greater impact on the results of entrepreneurial activity of young people in

combination with vocational training, mentoring, consulting, grant/financial support.

Fifth, the optimal support structure helps young entrepreneurs (and startups) to grow, ensures the long-term impact of soft-skills training on profitability, profit margin. To do this, it is necessary to form an entrepreneurial mindset even in high school. Subsequently, to develop creative, cognitive, and socio-emotional entrepreneurship skills.

Sixth, business plan contests, which can be held by various structures, both in an educational institution and at external competitions of different levels, help in the early stages of awareness of the entrepreneurial beginning. This makes it possible to identify promising young entrepreneurs and offer them systematic assistance, combined with training, mentoring, and financing.

Seventh, for the formation of an effective regional support system for youth entrepreneurship, the proposed model can be used, which presents structures of influence on young people to facilitate their first steps in business and support them in a difficult situation, among which business associations with a mentoring system occupy a central place.

Thus, the article studied the entire set of forming and supporting structures of youth entrepreneurship, which focus their efforts mainly on the stage of idea forming and creating an enterprise (startup) and do not consider it necessary to continue support at the stages of the market conquering and the business scaling. However, these stages are no less difficult for young entrepreneurs. In solving these problems (assisting business development in the domestic market, assisting firms entering the foreign market, lobbying the interests of young people in government at various levels), the integration of the efforts of government and business associations will help according to the model proposed in this paper.

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