UDC 005:330.322

Yas'kova N.Yu.
Kolomijeca A.
Pivovar B.B.

Small business in construction: new products and new markets

The problem of getting out of an economic recession is equally relevant not only for all countries without exception, but also for all segments of national economies. Analysis of the response of small and medium-sized businesses, as well as individual entrepreneurship, showed that this is perhaps the most affected segment of the national economy from the coronavirus crisis. At the same time, the study showed that the recovery potential of the economy significantly depends on the degree of development and scale of small business. And if the pattern of achieving sustainability in overcoming crisis shocks identified by the authors is higher, the lower the share of SMEs in the global economy, the lower the share of SMEs in the global economy, the higher the share of SMEs in GDP, the more successful recovery growth is.

Unlike developed countries, Russia has a three-fold lower share of SMEs in GDP, but a significantly higher volatility of the shadow economy. Preventive measures that prevent the expansion of the latter and support small businesses have not been able to stop the bankruptcy of small and medium-sized enterprises and have not yet led to the desired results in terms of the recovery rate of business and investment activity in the small business segment. Their effectiveness is assessed by the business as insignificant. At the same time, from the authors point of view, not only inclusive incentive and supportive measures can cope with the recession of the small business segment. It is important to find drivers of development in the specified segment. They are the ones who will be able to give an impetus to development at the high level of economic efficiency maintained during the crisis.

In the context of the search for economic clusters that need construction services and have proven their ability to implement investment and construction projects in a cost-effective manner, the authors identified eight starting types: creative economy, innovative economy, green economy, health and sports economy, festival and farm economy, and service economy of small towns and settlements. Targeted focus of government support measures for these segments can become a real trigger for the development of SMEs.

Keywords: *small and medium-sized enterprises, coronavirus crisis, development shocks, economic growth potential, government support measures, new markets, investment and construction projects*



Yas'kova Natal'ya Yurievna,
Doctor of Economics, Professor, Head of the Department of Investment and Construction Business; The Russian Presidential Academy of National Economy and Public Administration (RANEPA); 82, Vernadsky av., Moscow, 119571, Russian Federation; ID RISC: 490267, Scopus: 56209112800, ResearcherID: O-7581-2018, ORCID: 0000-0002-3245-1549; yaskova-ny@ranepa.ru;



Kolomijec Anna,
Doktor ingenieur (Dr. Ing.), postdoctoral researcher; Roscoff Biological Station, Sorbonne Universitй; Place Georges Tessier, Roscoff, 29680, France; kolomijeca@gmail.com;



Pivovar Boris Borisovich,
Senior Lecturer, Department of Business Process Management, Faculty of Market Technologies Institute of Industry Management; The Russian Presidential Academy of National Economy and Public Administration (RANEPA); 82, Vernadsky av., Moscow, 119571, Russian Federation; ID RISC: 761112, Scopus: 57222614916, ORCID: 0000-0002-2499-3620; bpivovar@mail.ru.

The scale of losses of the national economy during the coronavirus crisis cannot yet be accurately estimated, both due to the uncertainty of the pandemic's course and as a result of many latent processes. Losses are also, undoubtedly affected by the external environment, structural features of the Russian economy, the effectiveness of state regulation, etc. It is currently impossible to predict the degree of impact. That is why the estimates differ significantly. According to official data of the Ministry of Economic Development of the Russian Federation and Rosstat on the results of 2020 GDP fell by just over 3.8 %[1, 2]. RANEPA studies show a 5 % drop[3], while FBK Grant Thornton's Institute for Strategic Analysis gives an estimate of up to 6 %[4].

The problem of the recovery growth of the small business segment of the national economy has several projections:

- first, it is important to understand which of the industries that involve small and medium-sized enterprises (SMEs), as well as individual entrepreneurs (sole proprietors), will be able to start quickly after removing all restrictions, using and stimulating the development of related industries and areas of activity;
- secondly, to establish expectations and opportunities for achieving high-speed development characteristics of various segments of the production sector that can enhance the development of SMEs and sole proprietors;
- third, investigate how the structure of forms and types of employment should change;
- fourth, to determine what resource provision is necessary for a set of high-speed characteristics of the development of SMEs and sole proprietors;
- fifth, to predict what может the structure of sources of investment of activities in the field of small business and individual entrepreneurship may be;
- sixth, to indicate the direction in which development institutions should be developed, including: Russian Export Center, Skolkovo Foundation for Innovation Promotion, VEB.DV, razvivai.rf, OPORA, DOM.RF, etc.;
- seventh, to determine what measures of state support are capable of ensuring the recovery growth of the small business segment, etc.

Discussing a number of issues raised at the Gaidar Forum 2021 and the St. Petersburg International

1 Ministries of Economic Development of the Russian Federation. URL: https: //www.economy.gov.ru

2 Federal State Statistics Service. URL: https: //rosstat.gov.ru

3 Gaidar Forum-2021 "Russia and the world after the pandemic". URL: https: //gaidarforum.ru/ru

4 FBK Grant Thornton. URL: https: //www.fbk.ru

Economic Forum[5], many experts are inclined to believe that the drivers of growth in the share of small businesses in the national economy will be business services, including information, construction, domestic tourism, and public catering. Seriously accelerate the pace of recovery growth of the Russian economy, and this is extremely important in the current conditions of increased foreign economic competition, according to Western scientists[3] is not possible without including small and medium-sized enterprises. At the same time, SMEs have less potential to overcome the challenges associated with suspension of operations. The costs of switching to remote employment, making changes to production processes, and compensating for the rise in the cost of a number of services and raw materials fall on an already tight and deficient budget, usually formed by SMEs without redundancy. Given the limited resources of small and medium-sized enterprises and existing barriers to access to capital, the period during which SMEs can survive a shock is more limited than for larger firms. The author's assessment of the impact of the COVID-19 crisis on small and medium-sized businesses is based on the results of 41 surveys of SMEs. It was conducted all over the world and showed that more than half of SMEs suffer serious losses in income. A third of small and medium-sized enterprises are afraid to go out of business without further support within 1 month and up to 50 % within three months.

The scale of SME concern is confirmed in a recent NBER paper [1], which presents the results of a survey of more than 5,800 small businesses in the United States. The study shows that 43 % of the responding businesses are already temporarily closed. On average, businesses cut employees by 40 %. Three-quarters of respondents indicated that they have two months or less of cash in reserve [2]. Similarly, according to a survey of SMEs in 132 countries conducted by the World Trade Center, two — thirds of micro- and small firms report that the crisis has severely affected their business operations, and one-fifth indicate the risk of final closure within three months [3]. Based on several surveys conducted in 2020 in different countries McKinsey estimates that between 25 and 36 % of small businesses may close permanently due to disruptions in the first four months of the pandemic[6].

The analysis of the survey results allowed the authors to identify the dependence of the consequences of the coronavirus crisis on the share of SMEs in the GDP of countries. Thus, the contribution of SMEs to the Russian economy is currently about 20 %, while in European countries the contribution is estimated at least 60 % of GDP. For this reason (and experts agree), the Russian economy has not "sunk" as much as the economies of developed countries during the pandemic. According to the Organization for Economic Cooperation and Development (OECD), the only country that has only slowed down is China. South Korea, Turkey, and Indonesia showed the lowest rates of GDP decline. The Russian Federation, the United States, and Australia all slowed to about the same level, down to 5 %. European countries "sank" from 10 % (Great Britain) to 6 % (Germany). At the same time, countries with a large share of SMEs (more than 50 % of GDP) suffered the most. In the crisis phase, a small share of SMEs in GDP actually results in smaller losses.

What is the reason for the incomparably small share of SMEs in GDP at the stage of recovery growth? First of all, this means that the initial potential for accelerated development of the service sector is significantly lower than in developed countries, as well as high technological specialized production facilities. It is clear that having received state support during the pandemic, Russian raw materials industries will recover synchronously with the growth of demand, including along the external contour. Domestic production demand also has a chance to grow significantly due to the development of state infrastructure programs. As for consumer demand, the situation in this segment is aggravated by falling incomes of the population since 2013[2].

Given that the tax and credit holidays are expected to end in 2021, there is no reason to expect revenue growth, especially in the SME segment. The actual situation, therefore, actualizes the need for state support for those industries and segments that are most capable of activating the sphere of consumption, accelerating foreign trade turnover, especially in exports.

It should be noted that the EU plans to increase GDP by at least 4 % in 2021, as a result of an unprecedented powerful program of subsidizing the real sector in the amount of 1.3 trillion euro[3]. The US economy is recovering even faster, expecting more than 5 % growth. At the same time, support measures were estimated at $1.9 trillion. China expects 8 % GDP growth[3].

Table 1 shows the main measures systematically taken by developed countries to support SMEs.

The study of the content and structure of measures allowed us to state that the approach of the Chinese authorities to the result was the most effective and requires study for many countries, including Russia. The implementation of policies aimed at helping small and medium-sized enterprises in connection with the pandemic, continued the traditional attitudes and priorities of the state policy of the People's Republic of China [1]. Great Chinese government has implemented measures can be divided into the following groups: lower administrative fees and rent payments on the public deed of real estate, tax incentives and government subsidies (in special activities on research, innovation, development), as well as special financial and credit policies, involving a reduction of the reserve ratio by 1 %[7]. Small and medium-sized enterprises were granted deferred loan repayments and the VAT rate was reduced to 1 % [1]. Also, among other measures to support SMEs, we can highlight the creation of a specialized infrastructure for providing assistance and advice to business entities through a hotline. China has introduced measures to encourage enterprises to adopt new technologies, business practices (such as driverless retail, contactless delivery, standardized fresh food packaging), and business models (such as online shopping, online health care, online education, online office, online services, digital entertainment, and digital living). To accelerate digital adoption, China supports cloud computing for SMEs and cloud technology acquisition, as well as for online work such as remote office, home office, video conferencing, online learning, collaborative research and development, and e-commerce. In addition, China uses tools to subsidize training for SMEs and offers free access to online training platforms. Technical know-how and management lessons were offered free of charge to SMEs during the pandemic through mobile platforms. Online training is also supported [4]. In the Chinese province of Hubei, small and medium-sized enterprises can receive a grant to hire new college graduates.

5 St. Petersburg International Economic Forum. URL: https: //forumspb.com/?lang=ru

6 How to rebuild and reimagine jobs amid the coronavirus crisis. URL: https://www.mckinsey.com/industries/public-and-social-sector/our-insights/how-to-rebuild-and-reimagine-jobs-amid-the-coronavirus-crisis

7 The Central Bank of China reduces reserve rates for banks amid the coronavirus. URL: https://investfuture.ru/news/id/cb-kitaya-snijaet-normy-rezervirovaniya-dlya-bankov-na-fone-koronavirusa

Table 1. Government support measures for small and medium-sized businesses adopted in the United States, Canada, Italy, and China during the COVID-19 pandemic

Measure	*USA*	*Canada*	*Italy*	*China*
Percentage of GDP allocated for direct support measures	1.5	3A	1.4	0.15
Tax measures	Deferred payment of taxes for legal entities and individuals for 90 days	Deferred payments on taxes on any income until the end of August 2020		Reduction of the VAT rate by 1 %
Fiscal and credit policy	Loans to small businesses up to $ 10 million		Increase of the SME loan guarantee fluid (guarantees of up to 5 million euros): freezing of payments for repayment of SME loans	The right to defer payments on loans for SMEs until 30.06.2020. The Central Bank's interest rate for commercial banks providing loans to SMEs has been reduced to 2 %. Issuance of stabilization loans to businesses, cooperation between small and large businesses is encouraged
Government subsidies		Subsidies for employee remuneration (10 % of salary)		Compensation of salary payments dining the quarantine period
Other measures				Online services have been launched, additional measures are being applied to digitalize business processes

So, it can be concluded that a comprehensive approach was implemented to support SMEs, including financial and non-financial measures, which significantly offset the negative consequences of the COVID-19 pandemic. However, China has already faced the need to deal with the consequences of a pandemic (the SARS epidemic in 2003). This largely influenced the actions of the Chinese authorities in 2020 [5]. As a result, an "economic miracle" was achieved and the recession of the economy was contained in a relatively short time and the small and medium-sized business sector, which is most important for the recovery of the economy as a whole, was supported.

Comparing the set of measures taken to support the economy in the crisis period of the PRC and the Russian Federation, we can conclude that Russia was guided and largely took into account the Chinese experience in overcoming the negative consequences of the pandemic. Despite the fact that the absolute volume of financial support with developed countries is not comparable with developed countries, however, The Russian government allocated 4 % of GDP for these purposes (Table 2).

The measures taken have generally restrained the processes of total bankruptcy, but in order to ensure recovery growth, as well as around the world, a rethinking of businessой policies is being actualized.

In 2020, the UN issued a report calling on all countries to start building a new economy. "There will be no return to the "old normality". The massive reallocations of financial resources carried out by Governments in these weeks and months are a glimpse of the future. The COVID-19 crisis is plunging the world economy into a recession with historic levels of unemployment and poverty" [6]. Worst of all, experts predict the possibility of a third wave of

Table 2. Budget support during the pandemic

Areas	RUB billion	% of GDP
Health and epidemiological measures	246.8	0.3
Population	665.9	0.7
Including self-employed citizens	9.6	0.01
Large companies, SMEs, individual entrepreneurs and non-profit organizations	2.590	2.7
Regions of the Russian Federation	373.0	0.4
Total	3,876.0	4.0

coronavirus. Some of the consequences of the current situation will appear later, which may prolong the recession for a long time, cause further growth in unemployment and a fall in real GDP.

For the current assessment of the measures taken, we will analyze their assessment by business, given on the website of the Russian Union of Industrialists and Entrepreneurs. An important aspect of the assessment is the availability of state aid to small businesses and the number of available limiting factors [7].

Thus, small businesses noted the following limitations in receiving the declared support:

1) the difficulty of meeting certain conditions for obtaining financial support (such as maintaining the full number of employees);

2) collision with additional conditions on the part of banks;

3) complex reporting procedures.

According to a survey conducted by the Russian Union of Industrialists and Entrepreneurs, 61.8 % of companies that took part in the survey were not able to take advantage of financial support measures [8]. Among the reasons, respondents mostly identified the fact that they do not belong to any of the allocated preferential categories, as well as the inability to meet all the stated requirements. In the course of the survey, respondents also indicated those state support measures that they considered necessary during the crisis period [9].

At the epicenter of representatives' opinions for SMEs, there was a need to remove excessive requirements for companies applying for support, and the possibility of obtaining state support also for long-term loans for updating production funds, modernization, and so on. It should also be noted that most of the government support measures described earlier have a limited duration, although the consequences of the COVID-19 pandemic will have a negative impact on business activities for a long time, especially on small businesses. The survey of the Russian Union of Industrialists and Entrepreneurs showed that small and medium-sized businesses are generally negatively assess the state support provided. Thus, according to the results of the survey, more than 17 % of respondents called support measures ineffective[8].

HSE specialists (V. Gimpelson) consider unemployment to be the most acute problem of recovery growth [10]. Thus, Rosstat informed that from April 2020 to April 2021, the officially registered number of unemployed people increased by 5 times. Their employment is mainly based on the experience of previous crises falls on the shoulders of SMEs. At the same time, the Russian SME sector, as well as the foreign one, is in a difficult situation. So, by the beginning of 2021, 5.7 million SMEs were operating in the Russian Federation, which is 3.8 % less than a year earlier. The negative dynamics of small businesses developed in 79 of the 85 regions of the Russian Federation. And if a small increase has been observed in medium-sized enterprises since the beginning of 2021, and small enterprises have a two-thirds positive assessment of their capabilities, then for the first time in several years, despite state support, the number of individual enterprises has decreased by 214 thousand people, i.e. by 7.6 %.

The SME business activity index by the end of 2020 was 46.1 points8. At the same time, 54 % of the surveyed managers reported an actual decrease in income and 60 % reported the presence of arrears. Only 6 % of respondents plan to expand their staff. According to the heads of enterprises with only a sad state of affairs a consequence of the curtailment of state support programs. In fact, subsidies for maintaining the number of full-time employees were discontinued, the number of loan guarantees and sureties was reduced, and property support measures (rental benefits and deferred lease payments) were discontinued.

In this regard, based on the study of the best practices of supporting SMEs, professional assistance is undoubtedly important for Russian enterprises in ensuring the availability of state support measures, out-of-court methods of dispute resolution, debt restructuring, inclusion in the system of placing state orders, delivery of goods with the creation of cargo processing centers, transport services, advertising, design, etc., which will allow reorienting SMEs. Many measures and best practices of supporting SMEs at the regional and local levels, systematized by the authors and presented in Table 3, should also be used in Russian practice.

Retraining will also be required. Decree of the Government of the Russian Federation of 13 March 2021, No. 369 “About granting grants in the form of subsidies from the federal budget to non-profit organizations for the implementation of measures for the organization of vocational training and additional vocational education of certain categories of citizens within the framework of the federal project «Employment Promotion” of the national project “Demography” it provides for the implementation of professional retraining measures for certain categories of citizens-citizens who are looking for work and have applied to the employment service bodies, including unemployed citizens, citizens aged 50 years and older, citizens of pre-retirement age, women on parental leave under the age of 3, women who are not in labour relations and have preschool children.

At the same time, incentive measures do not eliminate the need for supportive measures. Among them, the development of a program for restructuring the debt of SMEs is of primary importance. It is important to emphasize that commercial banks are not interested in solving the problems of small businesses and restructuring proposals should come from the Bank of Russia, which will also have to weigh the possibility of continuing to reduce preferential lending rates to SMEs.

The construction sector, as Deputy Prime Minister M. Khusnullin noted at the Gaidar Forum 20213, has quite successfully coped with crisis shocks. At the same time, the authors' analysis of SMEs in construction showed:

1) despite the bankruptcy and freezing of activity, the construction services market has grown significantly, as evidenced by the active growth in the volume of consumed construction materials in the entire range of names [3]. The pandemic has accelerated the growth of repairs in residential areas of existing development, suburban real estate, construction of low-rise buildings, etc. Comparing the trends of positive dynamics of sales of construction materials, the growth объемовrate of construction volumes and the number of people employed in the construction sector, we can conclude that the active labor force in the construction sector is also used in the shadow segment and this trend is stable;

2) the spheres of activity of SMEs in construction have significantly expanded. Thus, due to the development of domestic tourism, facade, repair, and construction works in the low-rise construction segment have become in demand. For example, MP “Fasadnik” in Irkutsk developed an initiative to put wooden architecture facades in order during the pandemic. According to the project coordinator V. Kazimirenka “it was important to show how small efforts can achieve noticeable transformations, and to give the owners of such houses a sense of personal responsibility for the appearance of their property, because all this in general forms

8 OPORA ROSSII. URL: http: //opora.ru

Table 3. Best practices for supporting SMEs at regional and local levels

Support measures	*Result / performance evaluation*
Cluster policy: incentives for cooperation between companies and universities in certain industries: Germany (Bavaria)	The growth of innovation activity, an increase in people employed in R & D, cooperation with universities (Falck et al.)
Export support: training, consulting, licensing, transfers, verification of counterparties: USA (Kansas world trade center; Wichita)	Exports reached one third of production (Istrate et al. 2019) Employment in the municipality increased by
Economic gardening: selection of motivated entrepreneurs, "soft" services, etc.: USA (Litleton's Economic Gardening strategy)	2 times, tax collection-by 3 times (Gibbons)
Grants for the payment of business consultants: United Kingdom (UK Enterprise initiative)	The survival rate of funis increased by 4 %, the growth rate — by 10 % (Wren, Storey)
Support system for innovative firms with growth potential (accelerators, consulting, PPP) Finland VIGO Programs	Revenue growth at a higher rate, taking into account the selection effect (Raimikko, Autio)
Science parks, business incubators at leading universities; Business services: the EU. the Cambridge case	The growth of the number of startups, attracting foreign investors (Lofsten, Lindelof; Garnsey, Heffernan)
Digital platforms (Alibaba, Airbnb, Uber, etc.), "Digital Solidarity" (Italy); "Digital Team Austria" — free digital services for SMEs (Austria), etc.	Digitalization, growth of the number and turnover' of small firms, ensuring demand (Srinivasan, Venkatraman; Nambisan et al.)
Increasing the share capital of startups and SMEs (Fund for Strengthening SMEs, French Technological Bridge-France)	Launch of convertible bonds, co-financing, bankruptcy prevention
Export support (Canada, Italy, Czech Republic, Denmark, Indonesia, etc.)	Recovery of export positions of SMEs by the end of 2021

the aesthetics of the city". On the basis of collecting applications from citizens who participate organizationally and financially in the project, a search for volunteers is carried out, interaction with architects, restorers, builders, etc. In 2019–2020 alone, more than 100 homes were restored with the involvement of 1,200 volunteers.

In the last two years, there has been a boom in the organization of museums ("Provincial life", "Kommunalka", "Sad-ogorod" and many others). In search of a unique image of small towns in Russia, small and medium-sized enterprises are creating a cultural and entertainment network to scale tourist flows. The experience of the Kolomenskiy Posad Museum cluster is not only interesting, but also worthy of scaling. It includes small and individual businesses, covering people of various professions from builders and restorers to bakers and tour guides. At the same time, construction professions are mastered by all project participants without exception, undoubtedly being in demand in the personal economy. As a result, this is almost the only segment of the city that was not affected by the crisis. Services around the newly built museums and revived historical spaces attracted not only visitors to the city, but also new residents with the prospect of moving out of the capital. Interesting and diverse types of employment in the city attract both creative youth and mature people, in short, those who are ready to participate in the "creative economy".

So, if the first of these consequences characterizes the trend of "survival", then the second one forms a long-term direction of development that is attractive to the creative class, has the property of resource attraction and, accordingly, requires first of all state support.

As the results of a sample study (Moscow, St. Petersburg, Kazan, Krasnoyarsk, Irkutsk, as well as 10 small cities) of the Department of Investment and Construction Business of the RANEPA under the President of the Russian Federation showed, where there is an initiative from below, several types of clusters of the new economy are inevitably formed with the basis of SMEs and sole proprietors and with the prospect of their subsequent development. The conducted research revealed the following new projects and new markets for SMEs and sole proprietors:

1) creative economy. Projects: Kolomenskiy Posad (Moscow region); Bereg Art residence (Crimea); "Podelniki" (Yekaterinburg); "Fasadnik" (Irkutsk), etc.;

2) innovative economy. Projects: Dubna Nanotechnology Center (Moscow region); special economic zone "Innopolis" (Tatarstan); Astrophysical Laboratory (Crimea), etc.;

3) green economy. Projects: "Novaya Zemlya" in Bogorodsk (Tula region); Quarter of the Agrarian University in Omsk, etc.;

4) health economics. Projects: "Kivach" Republic of Karelia, etc.;

5) sports economics. Projects: "Sochi-2014"; "Accessible sports in every yard": (Kalmykia);

6) festival economy. Projects: "KAZantip", "Tavrida" (Crimea); "Awaz" (Tatarstan), etc.;

7) farm economy. Projects: Eco Camp, Lasli (Crimea), etc.;

8) service economy, which provides a cost-effective and environmentally safe mode of life in urban-type settlements, townhouses and other types of suburban real estate that have grown up everywhere.

All these projects are based on investment and construction activities, the quality and readiness of which, and most importantly, the project format, explicated in the information space, will provide both a cost-effective mode of subsequent operation, the possibility of scaling, and the potential for capitalization. The main thing is that new types of development drivers are based on the initiatives and interests of citizens. In short, it is obvious that changes in the SME segment are beginning and gaining momentum: difficult, overcoming passivity and requiring public approval and state support.

REFERENCES

1. Bartik A., Bertrand M., Lin F., Rothstein J., Unrath M. Measuring the labor market at the onset of the COVID-19 crisis. 2020. URL: https://www.nber.org/papers/w27613 DOI: 10.3386/w27613
2. Neslon C., Humphries J., Ulyssea G. Information frictions and acces to the paycheck protection program. 2020. URL: https://www.nber.org/papers/w27624 DOI: 10.3386/w27624
3. Akesson J., Ashworth-Hayes S., Hahn R., Metcalfe R., Rasooly I. Fatalism, beliefs, and behaviors during the COVID-19 pandemic. 2020. URL: https://www.nber.org/papers/w27245 DOI: 10.3386/w27245
4. Guerrieri V., Lorenzoni G., Straub L., Werning I. Macroeconomic Implications of COVID-19: Can negative supply shocks cause demand shortages? 2020. URL: https://www.nber.org/papers/w26918 DOI: 10.3386/w26918
5. Armbruster S., Klotzbücher V. Lost in lockdown? COVID-19, social distancing, and mental health in Germany. 2020. URL: https://www.econstor.eu/handle/10419/218885
6. Piketty T. Capital in the XXI century. Moscow, Marginem Press, 2016; 592. (rus.).
7. Bykova O.N., Rudenko L.G. Support system for socially oriented small and medium-sized businesses. Journal of Economy and entrepreneurship. 2019; 1(102):682-686. (rus.).
8. Andersen M., Maclean J., Pesko M., Simon K. Paid sick-leave and physical mobility: evidence from the united states during a pandemic. 2020. URL: https://www.nber.org/system/files/working_papers/w27138/w27138.pdf
9. Alfaro L., Faia E., Lamersdorf N., Working S. Social interactions in pandemics: fear, altruism and reciprocity. 2020. URL: https://www.nber.org/system/files/working_papers/w27134/w27134.pdf
10. Gimpelson V.E. Age and wage: stylized facts and Russian evidence. HSE Economic Journal. 2019; 23(2):185-237. DOI: 10.17323/1813-8691-2019-23-2-185-237 (rus.).

Малый бизнес в строительстве: новые продукты и новые рынки

Проблема выхода из экономической рецессии одинаково актуальна не только для всех без исключения стран, но и для всех сегментов национальных экономик. Анализ реакции малого и среднего бизнеса, а также индивидуального предпринимательства показал, что это — едва ли не самый пострадавший от коронакризиса сегмент национальной экономики. При этом исследование показало, что восстановительный потенциал экономики существенно зависит от степени развития и масштаба малого предпринимательства. И если выявленная авторами закономерность достижения устойчивости в преодолении кризисных шоков тем выше, чем ниже доля МСП в ВВП стран, то восстановительный рост тем успешнее, чем выше доля МСП в ВВП.

В отличие от развитых стран России свойственна втрое меньшая доля МСП в ВВП, но существенно большая волатильность теневой экономики. Превентивные меры, пресекающие расширение последней и поддерживающие малый бизнес, не смогли остановить банкротство малых и средних предприятий и пока не привели к желаемым результатам по темпам восстановительного роста деловой и инвестиционной активности в сегменте малого бизнеса. Их эффективность оценена бизнесом как несущественная. В то же время, с точки зрения авторов, не только инклюзивные стимулирующие и поддерживающие меры способны справиться с рецессией сегмента малого бизнеса. Важен поиск драйверов развития в указанном сегменте. Именно они на высокой планке экономической эффективности, удержанной в период кризиса, смогут дать толчок к развитию.

В контексте поиска экономических кластеров, нуждающихся в строительных услугах и доказавших способность экономически эффективно реализовывать инвестиционно-строительные проекты, авторы выявили восемь стартовых видов: творческая экономика, инновационная экономика, зеленая экономика, экономика здоровья и спорта, фестивальная и фермерская экономика, а также сервисная экономика малых городов и поселений. Целевая фокусировка мер государственной поддержки этих сегментов способна стать реальным триггером развития МСП.

Ключевые слова: *малые и средние предприятия, коронакризис, шоки развития, потенциал экономического роста, меры государственной поддержки, новые рынки, инвестиционно-строительные проекты*

ЛИТЕРАТУРА

1. Bartik A., Bertrand M., Lin F., Rothstein J., Unrath M. Measuring the labor market at the onset of the COVID-19 crisis. 2020. URL: https://www.nber.org/papers/w27613 DOI: 10.3386/w27613
2. Neslon C., Humphries J., Ulyssea G. Information Frictions and Acces to the Paycheck Protection Program. 2020. URL: https://www.nber.org/papers/w27624 DOI: 10.3386/w27624
3. Akesson J., Ashworth-Hayes S., Hahn R., Metcalfe R., Rasooly I. Fatalism, Beliefs, and Behaviors During the COVID-19 Pandemic. 2020. URL: https://www.nber.org/papers/w27245 DOI: 10.3386/w27245
4. Guerrieri V., Lorenzoni G., Straub L., Werning I. Macroeconomic Implications of COVID-19: Can Negative Supply Shocks Cause Demand Shortages? 2020. URL: https://www.nber.org/papers/w26918 DOI: 10.3386/w26918
5. Armbruster S., Klotzbücher V. Lost in lockdown? COVID-19, social distancing, and mental health in Germany. 2020. URL: https://www.econstor.eu/handle/10419/218885
6. Пикетти Т. Капитал в XXI веке. М. : Ад Маргинем Пресс, 2016. 592 с.
7. Быкова О.Н., Руденко Л.Г. Система поддержки социально-ориентированного малого и среднего предпринимательства // Экономика и предпринимательство. 2019. № 1 (102). С. 682–686.
8. Andersen M., Maclean J., Pesko M., Simon K. Paid sick-leave and physical mobility: evidence from the united states during a pandemic. 2020. URL: https://www.nber.org/system/files/working_papers/w27138/w27138.pdf
9. Alfaro L., Faia E., Lamersdorf N., Working S. Social interactions in pandemics: fear, altruism and reciprocity. URL: https://www.nber.org/system/files/working_papers/w27134/w27134.pdf
10. Гимпельсон В.Е. Возраст и заработная плата: стилизованные факты и российские особенности // Экономический журнал Высшей школы экономики. 2019. Т. 23. № 2. С. 185–237. DOI: 10.17323/1813-8691-2019-23-2-185-237

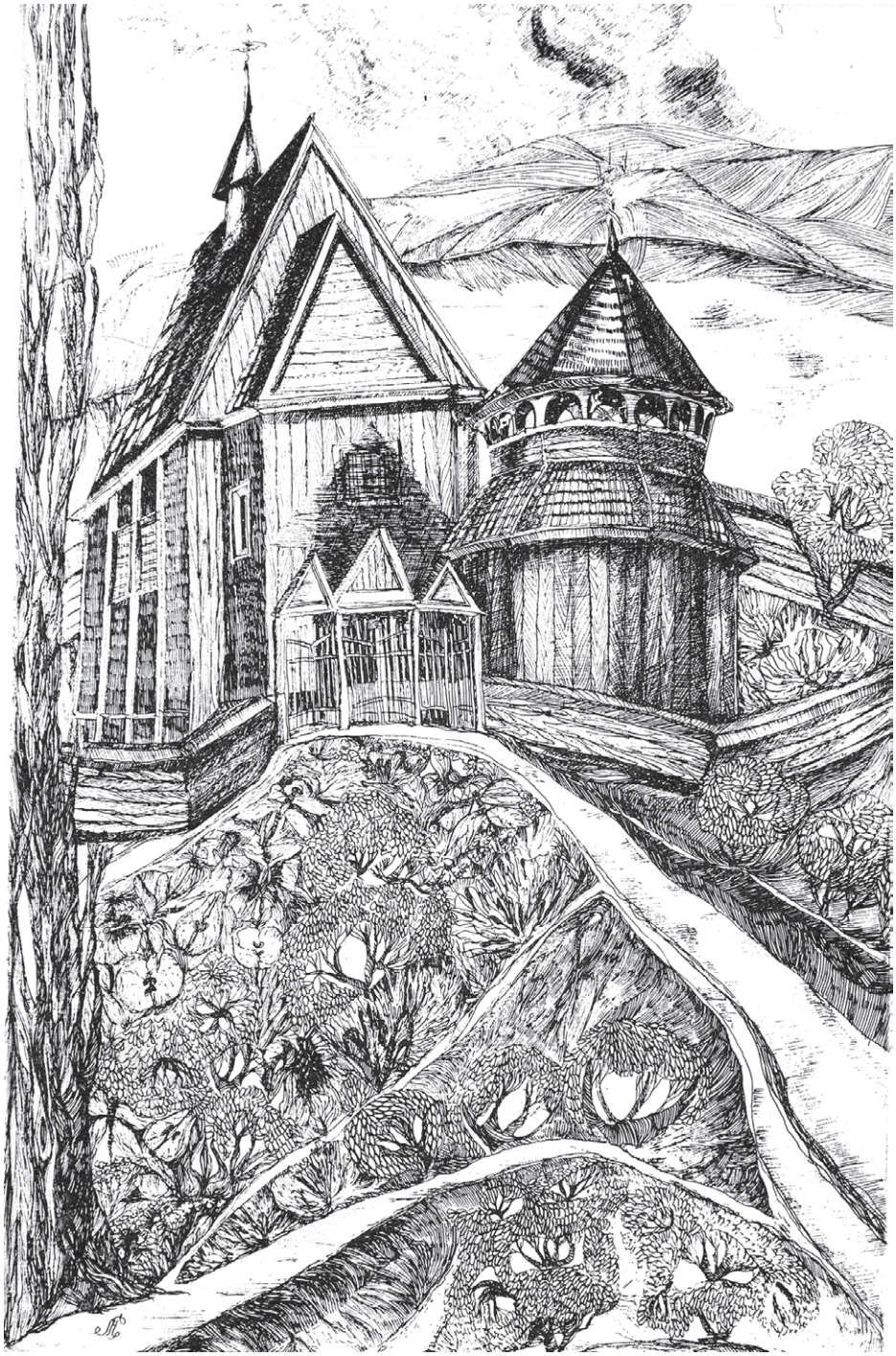
Об авторах: **Яськова Наталья Юрьевна** — доктор экономических наук, профессор, заведующая кафедрой инвестиционно-строительного бизнеса; **Российская академия народного хозяйства и государственной службы при Президенте Российской Федерации (РАНХиГС)**; 119571, г. Москва, пр-т Вернадского, д. 82, стр. 1; РИНЦ ID: 490267, Scopus: 56209112800, ResearcherID: O-7581-2018, ORCID: 0000-0002-3245-1549; yaskova-ny@ranepa.ru;

Коломиец Анна — доктор инженерии, научный сотрудник; **Биологическая станция Роскоф, Сорбонский университет**; Франция, 29680, Роскоф, площадь Жоржа Тессье; kolomijeca@gmail.com;

Пивовар Борис Борисович — старший преподаватель кафедры управления бизнес-процессами факультета рыночных технологий Института отраслевого менеджмента; **Российская академия народного хозяйства и государственной службы при Президенте Российской Федерации (РАНХиГС)**; 119571, г. Москва, пр-т Вернадского, д. 82; РИНЦ ID: 761112, Scopus: 57222614916, ORCID: 0000-0002-2499-3620; bpivovar@mail.ru.

For citation: Yas'kova N.Yu., Kolomijeca A., Pivovar B.B. Small business in construction: new products and new markets. *Real estate: economics, management*. 2021; 3:16-22.

Для цитирования: *Яськова Н.Ю., Коломиец А., Пивовар Б.Б.* Small business in construction: new products and new markets // Недвижимость: экономика, управление. 2021. № 3. С. 16–22.



Л.И. Павлова. Игналина. Деревянная церковь. Офорт