

# “Service” Municipal Administration as Part of the Development of Youth Entrepreneurship in Russia

Svetlana E. Martynova<sup>1</sup> · Yuri Glebovich Dmitriev<sup>1</sup> ·  
Marina M. Gajfullina<sup>1</sup> · Yulia A. Totskaya<sup>1</sup>

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**Abstract** The study offers a development of the social technologies of “service” municipal administration. The consumers’ opinions should be taken into consideration when determining the nomenclature and standards of their provision, which include the quality parameters that the consumers consider important. In addition, “service” relations imply the assessment of consumer satisfaction with the services and the correction of services based on the results of the assessment. Since this interaction implies communication between the municipal administration body and service users, it is necessary to focus on communicative technologies that are capable of providing a full cycle of service development and improvement for young entrepreneurs. Communications should help determine the expectations associated with a service, raise awareness thereof, and involve young people in the decisions related to the provision of services.

**Keywords** Postindustrial society · “Service” state · Local public services · Entrepreneurship · Youth · Russia · Innovative regions

## 1 Introduction

In order to implement structural changes in the Russian economy and to reduce its dependence on raw materials, it is necessary to develop small and medium-sized business. This vector was announced at a meeting of the National Council for the Development of Small and Medium-Sized Business, held on the initiative of the President of the Russian Federation in April 2015 [Meeting of the National Council for the Development of Small and Medium-Sized Business <http://kremlin.ru/events/president/news/49214>]. The President

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✉ Svetlana E. Martynova  
Status.sm@sibmail.com

<sup>1</sup> Management Technologies Development Laboratory, Tomsk State University, 36 Lenin Ave., Tomsk, Russian Federation 634050

gave the example of developed countries, where the contribution of small and medium-sized business to the GDP is 50 % or more, and said that increasing this percentage in Russia was a key objective for authorities of all levels.

The urgency of this objective predetermined the purpose of this social study: to determine how prepared Russian citizens (in particular, the educated youth) are for entrepreneurship and to determine the conditions that would intensify such activity and give more possibilities for its implementation.

In terms of the range of scientific problems, this paper supplements a number of rare, but relevant works that are devoted to studying youth entrepreneurship (Damon and Lerner 2008). The paper also focuses on the search for technologies (in this case, municipal government technologies) that help proceed from intentions to actions (Geldhof et al. 2013), and on identifying country-specific (national) differences in motivation of entrepreneurial activity (Cullen et al. 2013).

The theoretical basis of the research included the characteristics of the postindustrial society and the concept of a “service” state. Based on these theoretical premises, the authors identified the following objectives of this research:

1. To identify the level of activity, independence, and preparedness of the Russian youth for entrepreneurial activities.
2. To identify the conditions that would motivate young people to engage in entrepreneurial activities, in particular, to identify, which public services on the part of municipal authorities young people require to realize their entrepreneurial initiatives.

## 2 Literature Survey

When presenting the theoretical basis of the research, it is necessary first to mention the characteristics of a postindustrial society. Scientists note the central role of the new social actor – the individual (Toffler 1999; Sztompka 2006; Inghart 1997; Touraine 2007; Galbraith 2001), whose self-fulfillment and needs determine not only the growth of small and medium-sized business (Huggins and Thompson 2014; Geldhof et al. 2013; Damon and Lerner 2008), but also new social relations, including relations with governmental agencies. The key characteristics of the modern social personality are activity, intelligence, creativity, and independence, which create new modes of economic behavior. Researchers consider young people the most typical representatives of the new society (Tikhonova 2008; Lapin 2003).

The second theoretical guideline that served as the basis of this research is the model of a “service” state (other terms—“service” concept/model/theory of the state/government (Kozhenko and Mamychev 2010; Styrin 2006; Naumov and Maslennikova 2009; Kozhenko 2012), “client-oriented state” (Filippov 2009), “the concept of the state as a “service center”” (Kornilova 2009), “a new model of administration as a guaranteed service” (Dubrovin 2009), “service model of interaction with citizens” (Pavlyutenkova 2007). As mentioned above, a new society changes the nature of relations between an active independent person and governmental agencies. The modern individual implements his or her own life strategies and increases profit by means of his or her own abilities; therefore, this individual no longer requires state care. Such a sovereign person is able to build his or her own life path and only expects the state to create conditions for the self-fulfillment of its citizens. Accordingly, state and municipal agencies focus on serving the

needs of citizens as a service organization. These definitions of "public service, public service-oriented organizations, customer-oriented (or citizen-oriented) services", including local ones, are described in a variety of research papers (Asmu'i 2014; Cuadrado-Ballesteros et al. 2013; Djellal et al. 2013; Guardiola et al. 2010; Kruks-Wisner 2011; Purcărea et al. 2013; Sobaci and Karkin 2013; Pyon et al. 2009; Ackoff 2009; Murtazina 2010; Ryhtikova 2003; Kiriyenko 2009; Styrin 2006). Therefore, services on the part governmental agencies (in particular, municipal agencies) will benefit the development of small and medium-sized business. The fact that the regional and local administration approach in this area focuses on services rather than on financial incentives is proven by the works of Vecchi et al. (2014).

### 3 Methods and Reasoning Behind Their Regional Format

Regions with better prerequisites for the development of entrepreneurship were chosen as the site of the study: the availability of a developed scientific and educational infrastructure; a considerable number of young people among the population; the presence of an innovative cluster in the economy. The following regions, which are part of the Innovative Regions Association of Russia, meet such requirements: the Tomsk region, the Novosibirsk region, and the Republic of Bashkortostan. The association includes 14 regions that united to contribute to effective innovative development, in particular, to create a favorable legal, economic, social, and creative environment, organize and promote joint projects. The Association member regions formulate suggestions regarding the development of innovations on a countrywide level.

It should be noted that the Tomsk region, the Novosibirsk region, and the Republic of Bashkortostan represent two large areas of Russia: the Siberia and the Ural. Since the greatest concentration of prerequisites is observed in the administrative centers of these Russian regions, the study was carried out in Tomsk, Novosibirsk (both cities represent Siberia), and Ufa. In this paper, the results of Siberia were presented by the information, acquired in Tomsk. Note that the study of the degree of activity and independence of Russian citizens as a whole was given in one of our previous papers (Martynova and Tsybmal 2014), so this work presents new scientific results that elaborates the subject matter in hand. Materials and conclusions of the 2015 research may be of interest to the scientific community; they can also be used to form ideas regarding the development of the postindustrial society in innovative Russian regions.

Mass semi-structured face-to-face interviews with senior university students in mentioned cities were chosen as a data gathering technique. Firstly, it is necessary to explain why the authors chose the interview technique. The central role of an actor in the new society, as mentioned above, shifted the sociological methodology in the direction of qualitative approaches (Sztompka 2009; Yadov 2011), understood subjectively. Qualitative methods include both structured and semi-structured interviews. In this case, the interview was semi-structured, because besides quantitative questions, the questionnaires included motivational questions to detect more accurately the attitudes of the respondent, since the interviewer records the answers in a lexical form that is identical to that, in which they were obtained. This is followed by a semantic processing of statements regarding individual motivations.

The study was conducted in eight universities: in Tomsk—in three universities (all the National Research and Innovative Universities in this city), in Ufa—in five universities (the universities, which have scientific and innovative centers that train specialists for the main economic branches in the given region).

The choice of a mass interview was predetermined by the following methodological provisions. Modern sociological studies focus on the technologization of conclusions. Therefore, the methodology should guarantee the accuracy of data and the possibility to use them in practice. Some researchers emphasize the groundlessness of the excessive use of qualitative methods that undermine the accuracy and objectivity of the analysis. According to them, for instance, the study of public administration should be based on sound empirical grounds, and not just on impressionistic evidence (Stallings and Ferris 1988). Let us refer in this context to the opinion of I. Wallrestein supporting comprehensive and sophisticated quantitative indexes (Wallerstein 2001, c. 57). According to the observations of D. Arduini and A. Zanfei, scientific publications in international journals on public service since 2004 show a significant increase in the number of papers using quantitative methods as basic analytical tools, while the number of studies using mainly qualitative methods consist an increasingly smaller part. As for methodology, in particular, the study of public service is usually based on information gathered through interviews (Arduini and Zanfei 2014). In the author's opinion, the use of interviews better adapts quantitative methods to the modern society.

To ensure the accuracy of the findings in this study, the sample population was sample populations was chosen so that that would prevent the error of the obtained data from exceeding 4 %. Based on this approach, samples in each city included about 600 people, in particular, in Tomsk—596 people, in Ufa—600 people. The study was carried out in April 2015 under the direction of S. E. Martynova.

The mathematical analysis of obtained data was carried out as follows: the hypothesis regarding the consistency of samples was verified with Pearson's Chi squared test with a 5 % level of significance. Stochastic relationships were measured with Spearman's rank correlation coefficient. Determinant analysis was used to estimate the intensiveness of motivation for doing business in different youth groups (Chesnokov 2009).

The study was carried out in April 2015 under the direction of S. E. Martynova.

## 4 Results

The survey results will be presented based on the abovementioned objectives of the research. Thus, the first section will be devoted analyzing the level of independence and activity of Russian youth, as well as the level of their preparedness for entrepreneurial activity. The second section covers the conditions, particularly the availability of certain municipal services, which motivate a larger number young people to engage in business activities, and effectively guarantee the development of entrepreneurship.

### 4.1 The Level of Activity, Independence, and Preparedness of Russian Youth in Innovative Regions for Entrepreneurial Activities

As mentioned above, the new modes of economic behavior are predetermined by key characteristics of the modern social personality. Therefore, it is necessary first to consider how much independence and activity are inherent in Russian youth, especially in innovative areas with an already established appropriate environment. It was found that most respondents recognized their independence in solving their own problems (70.1–50.7 % in Siberia and the Ural, respectively) and social activity (47.5–47.2 %) (Tables 1, 2). It should be noted that Siberian young people rated themselves higher in terms of their independence.

**Table 1** Distribution of answers to the following question: “If you encounter problems when reaching your goals, how do you mainly solve them?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Independently	70.1	50.7
With the help of someone (family, friends, employer, authorities, etc.)	29.9	49.3

The hypothesis regarding the consistency of opinions of Siberian and Ural youth with regard to the question “If you encounter problems when reaching your goals, how do you mainly solve them?” (Table 1) was rejected. Perhaps, this may have been caused by ethnic features of the Republic of Bashkortostan, which formed under the influence of Islam, but this paper does not cover this aspect). At the same time, based on the answers to the question “Do you consider yourself a socially active person?” (Table 2), the hypothesis regarding the consistency of these sample populations was accepted.

After confirming the presence of key characteristics of the modern actor in the “profile” of youth in the innovative areas of Russia, it is necessary to assess the preparedness of young people for the implementation of modern modes of economic behavior. It was found that a significant part of young people (about 46.1–45.5 %) is ready to organize a business, participate in one or is already doing so (Table 3).

The results that are reflected in Table 3 reject the hypothesis regarding the consistency of opinions of Siberian and Ural youth on this question.

However, the main motivation that encourages young people to engage in entrepreneurship is similar—the ability to be financially secure and independent in actions. No differences have been found in terms of the indicated two main motives in the groups of young people that are already engaged in business and that are ready to do so (Tables 4, 5).

However, the opinions of young people in the two regions differ regarding the importance of material wealth, despite this motivation being the main one in both regions. The determinant analysis found that the determination intensity of the desire to be materially wealthy in young people already engaged in business in the Siberia and in the Ural was 44.4 and 34.9 %, respectively. Thus, the determination intensity shows that the Siberian youth strive for material wealth to a greater extent—by 10 %. At the same time, the desire to be independent does not differ that much in these two regions: the determination intensity is 25.9 and 30.2 %, respectively.

In the other youth group—the persons that only intend to do business—the desire to be materially wealthy has an intensity of 29.4 % in the Siberia and 28.8 % in the Ural. Thus, the difference is only 0.6 %. The intensity of the second main motivation—to be independent—differs by 3.4 % and is 26.2 and 22.8 %, respectively.

The comparison of the intensity of material wealth motivation in persons already engaged in business and those intending to do so brought to the following conclusion.

**Table 2** Distribution of answers to the following question: “Do you consider yourself a socially active person?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Yes	47.5	47.2
No	22.8	22.5
No answer	29.7	30.3

**Table 3** Distribution of answers to the following question: “Do you consider the possibility of organizing your own business or participating in one? Perhaps you have already organized one?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Yes, I have already organized a new business/I am already participating in a business	4.5	7.2
Yes, I want/am ready to organize my own business or to participate in a new business	41.6	38.3
I have not thought about it yet/have not decided yet	26.8	46
No, I am not considering such a prospect	27	8.5

**Table 4** Distribution of answers to the following question: “Why does this type of activity appeal to you? (respondents are people that are involved in a new business)” (in percentages of all respondents). Free-answer question

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Idea, interest, new opportunities	0.2	1.5
Financial security; extra income	2	2.5
Independence; discretion; self-employment; self-sufficiency	1.2	2.2
Immediate return	0.2	
The company of people with whom I am going to establish the business	–	0.2
Nobody is interested in my diploma	–	0.2
To continue family business	–	0.2
No answer	1	0.2

**Table 5** Distribution of answers to the following question: “Why does this type of activity appeal to you (respondents are people that are ready to participate in a business)” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Greater income; financial independence; welfare; profit	14.1	14.3
Self-dependence; freedom; to be independent of everybody; to be my own boss; to be my own master; to work for myself	12.6	11.3
The possibility of implementing ideas, projects; to make my dreams come true; the possibility of free creative and commercial thinking; creativity	6.7	6.2
The possibility of doing something I like, what fits my interests; interesting occupation	2.9	2
More convenient a work schedule; time freedom; freedom from offices	2.7	3
Managerial position; boss; career advancement	2.3	2.3

Free-answer question. Alternative answers with 2 % and above

Those engaged in business are more motivated by material wealth than those who only intend to engage in business. This is typical for both regions, although in the Siberia the difference between the intensities in the two youth groups is greater.

A more consistent opinion of young people intending to do business in the Siberia and the Ural is confirmed by other investigations. For instance, the data presented in Table 5 show that Spearman’s rank correlation coefficient, which characterizes the ranking of motives, for the Siberian and Ural youth is 0.828

From the perspective of psychographic characteristics of the modern personality, the motives for engaging in entrepreneurial activity of young Russians correlate with the ability and the desire of the modern actor to build an independent life path, independently providing his or her own welfare. However, the results of this study showed differences in the ranking of the main motivations of Russian citizens and businesspersons of Great Britain (Huggins and Thompson 2014). For example, foreign authors refer to the fact that “autonomy and independence, rather than pecuniary reasons, are cited as motivations for engaging in entrepreneurial activities” (Huggins and Thompson 2014; Hundley 2001). In this case, financial motivation is the main one, albeit with a slight advantage, which can be attributed to a statistical error.

Focus on the realization of the intellectual and creative potential of a person comes only third in the ranking of motivations. However, studies that were based in other countries do not claim that creativity is the leading motivation either. They only mention the possibility of using the creative side of one’s personality as a motivation for one’s own business (Huggins and Thompson 2014).

The availability of a start-up capital is a factor that contributes to the motivation for entrepreneurial activity among the young people, who still do not want or do not consider this prospect (Table 6). It should be noted that while this condition (availability of capital) was found to be a main one in both regions, this problem is more acute for Siberian youth. The other two main conditions differ by regions: in Siberia, motivation is promoted by an interesting idea or promising partners; in the Ural—by the availability of appropriate education, a lower level of bureaucracy, and the presence of an entrepreneurial character. In the authors’ opinion, individuals who regard an interesting idea as an actually external condition do not fit into the profile of the modern actor. While waiting for a creative idea to emerge “from the outside”, such subjects consider themselves “followers”, rather than independent and initiative individuals.

Young people believe that the most interesting areas of entrepreneurial activity are services (Table 7)—primarily trade, hotel and restaurant services, and production—primarily, construction (in both regions), production of machinery, equipment, materials

**Table 6** Distribution of answers to the following question: “Under what conditions would you be interested in organizing your own business or participating in one?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Availability of a start-up capital, sponsors, investors, financial support, benefits	13.3	4.2
If I had an interesting idea that fits my interests; interesting occupation	3	2.8
The presence of prospective partners	2.9	2.7
A lower level of bureaucracy; honest control over authorities	–	3.5
The presence of an entrepreneurial character	–	3.2
Necessary knowledge, education	–	3.5

Free-answer question. Alternative answers with 2 % and above

**Table 7** Distribution of answers to the following question: “What areas of entrepreneurial activity are you interested in?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Services	43.5	40.8
Commerce	15.3	16.0
Hotel and restaurant services	13.4	20.3
Transport and communication services	6.4	4.3
Financial, accounting, legal services	4.2	7.0
Real estate services	6.4	9.0
Consulting, information, advertising and PR services, marketing services	7	6.7
Educational services	7.1	6.0
Medical services	3.2	4.8
Cultural services	8.9	10.7
Housing and communal services	1.2	2.0
Production	31.2	37.7
Production and innovative services	18.1	24.2
Activities in the field of nanotechnology	7.4	11.0
Activities in the field of IT-technologies	11.4	9.8
Activities in the field of biotechnology	2.9	5.3
Others, including	4	2.7
Services (design, project management services, preschool education, organization of cultural and sports activities, beauty services, security, tourism)	3.3	2.2
No answer	9.2	0.3

There are several possible answers

processing (in Siberia), and production of clothing, footwear and food products (in the Ural). Spearman’s rank correlation coefficient that characterizes the consistency of preferences of this or that area of entrepreneurship in the service sector in the Siberia and the Ural is 0.818.

The structure of the postindustrial economy matches the discovered preferences for the service sector (it is worth noting that in Siberia, these preferences are more significant).

However, it should be noted that the interest in the development of “knowledge-based” business in this area (financial, legal, consulting, marketing, educational, medical, cultural services) is inferior to the interest of less intellectually demanding types of services (trade, transport, hotels, restaurants, real estate, utility services): 30.4 versus 42.7 % in Siberia and 35.2 versus 51.6 % in the Ural, respectively. Actually innovative activities are even more inferior to traditional ones.

This conclusion is confirmed by the answers to a direct question about the willingness to develop a business, based on intelligent technologies. Only about 25 and 24.2 % of respondents in Siberia and the Ural, respectively, express such willingness. However, these figures exceed the number of young people who reject this prospect (Table 8).

The main factors that can change the opinion of young people, who are not ready to develop a knowledge-based business, are related to necessary knowledge, skills, and personal qualities (about 3.7 and 0.7 % in Siberia and the Ural, respectively). In general,



**Table 8** Distribution of “Yes/No” answers to the following question: “Are you ready to develop a business, based on knowledge, intelligent technologies?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Yes	25	24.2
No	10.4	2.8

the respondents from the Tomsk sample believe that entrepreneurs primarily need such qualities as self-confidence (75.7 %), activity (73 %), and responsibility (69.3 %). The focus on psychographic characteristics, related to the initiative of the actor, who assumes responsibility for his own life path, matches the attributes of the modern society.

To sum up the investigation of the preparedness of young people in innovative territories for engaging in entrepreneurial activity, it is possible to say that this willingness is expressed sufficiently. If the intentions of this part of young people were realized, an intensive restructuring of the economy would be observed. This restructuring is a necessity that was declared by Russian authorities.

#### 4.2 Expectations of Young Russians in Innovative Areas, Related to Municipal Services for Entrepreneurs

It is necessary to investigate how the system of municipal administration should be adapted to the objective of creating conditions for the realization of young people’s entrepreneurial potential through municipal services.

Firstly, it is worth noting that most young people (73.8–93.2 %) require municipal services to develop their business ideas (Table 9).

It is worth noting the high level of consistency of the youth opinions in the Siberia and the Ural in terms of the ranking of services by importance: the rank correlation coefficient is 0.903.

The first three spots in the ranking of expectations are occupied by educational (education and training) and organizational services (for opening and conducting a business). In this respect, it is possible to confirm the already existing scientific conclusion that education can become a key factor in the development of young entrepreneurs (Geldhof et al. 2013). It is also worth noting that the main expectations of services in both regions coincide, but in the Ural, the demand for them is greater.

Financial conditions, as mentioned previously, primarily concern young people who are not ready for business.

With such great demand for municipal services by entrepreneurs, the effectiveness of existing structures can be estimated as low. This conclusion primarily results from the level of awareness of the existence of such services in the municipalities. For example, only 9.6–10 % of respondents have a clear understanding of which governmental agencies and their structures are already offering said services to entrepreneurs (Table 10). Meanwhile, the list of services that were included in the interview form was taken from the sites of municipalities.

Even the young people, who were aware of municipal services for entrepreneurs, mostly did not use them. Based on the data in Table 11, it is possible to conclude that the “service” municipal structures served only 1.2–2.5 % of young people.

The unfavorable situation is slightly improved by the fact that the reason for not seeking help from said municipal services is mostly the lack of a registered business (“no business,

**Table 9** Distribution of answers to the following question: “What types of services on the part of local authorities would you be interested in receiving to develop your business?”

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Services:	73.8	93.2
Education and counseling on business issues	40.9	58.3
The organization of internships for young entrepreneurs in Russian regions and abroad	35.4	46.3
Legal services for opening and doing business, dispute resolution	32.2	47.8
Subsidies and warranties on loans	29.5	39.8
Search for business partners	23.7	28.3
Provision of information on entrepreneurship, including Internet resources	16.1	22.2
Market studies, advertising and PR	15.4	24.8
Support of the participation of entrepreneurs in inter-regional and international events	10.9	20.3
Organization and holding of exhibitions, fairs and forums for business entities	9.6	26.2
Provision of space	0.2	

The table consists of only alternative answers related to the types of services (in percentage of all respondents)

**Table 10** Distribution of “Yes/Heard something” answers to the following question: “Do you know that authorities already provide a number of such services?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Yes	9.6	10
Heard something	27	43.8

**Table 11** Distribution of answers to the following question: “Did you use those services yourself?” (in percentage of all respondents)

Possible answers	Tomsk (Siberia)	Ufa (Ural)
Yes	1.2	2.5
No	8.4	7.5

business is not registered yet, did not open the business yet, etc.”) (approximately 3.2 % in Siberia). However, the leading places among the expected services are occupied by services related to starting a new business. Therefore, young people probably associate the activities of such service agencies with services for already operating entrepreneurs. This impression is false; it should be changed.

A circumstance that aggravates the negative assessment of municipal services for entrepreneurs is the fact that young people do not know where to go to, and that “nobody offered” such assistance (1.2 % in the Ural).

## 5 Discussion

Obtained research data allow interpreting the results as follows:

1. Russian youth in innovative regions are mostly independent in solving their problems; they are socially active and ready to fulfill themselves in business. The main motives for entrepreneurial activity are financial security, independence, and freedom of action. Focus on the realization of the intellectual and creative potential of a person comes third in the ranking of important motives. Based on such psychographic characteristics, one can say that Russian youth fits into the profile of the postindustrial society actor.

The fact that for the Russian youth, financial motivation is the leading motive (rather than the desire for autonomy and independence), albeit with a slight advantage, can be attributed to country-specific differences.

2. The discovered preferences of youth entrepreneurship in favor of the service sector matches the structure of a postindustrial economy. However, it should be noted that the interest in the development of "knowledge-based" business in this area is inferior to the interest of less intellectually demanding, traditional types of services.
3. The key factors that could encourage young people to develop an intelligent business are related to the availability of necessary knowledge, skills, and personal qualities. The focus on psychographic characteristics, related to the initiative of the actor, who assumes responsibility for his own life path, matches the attributes of the modern society.
4. Most young people require municipal services, primarily educational and organizational ones, to develop their business initiatives. However, with such great demand for municipal services by entrepreneurs, the effectiveness of existing structures can be estimated as low. The awareness of such services in municipalities is low as well.
5. It is still possible to distinguish regional differences in the general trends of the characteristics and intentions of the youth in innovative areas of Russia. For example, young people in Siberia are more independent from the psychographic perspective. Even those, who are not yet ready to organize a business, relate the emergence of motivation (in addition to the presence of a start-up capital) to creative and social factors (an idea, good partners). In the Ural, the same category of young people who are not ready for entrepreneurship believe that there is a deficiency in their education and personal qualities; they fear problems related to bureaucratic hurdles and require municipal services to a greater extent. However, in the Siberia, the importance of the start-up capital for the motivation for entrepreneurial activity is felt more acutely.

It is important to note that the lesser independence of young people in the Ural with the same level of activity as that in Siberia did not have a negative effect on the willingness to do business. Even fewer cases of business activity abandonment were discovered in the Ural. Apparently, the compensatory role is played by the availability of funds, the presence (albeit insignificant) of business models of economic behavior (family business), and a slightly greater coverage of first-time entrepreneurs by municipal services. In terms of the modern society, this allows emphasizing the greater importance of such psychographic characteristics as activity and the importance of the "service" administration model. This conclusion complements the scientific understanding of the postindustrial society in general.

## 6 Conclusion

In accordance with the purpose and objectives of the study, the main conclusion is as follows: Russian young people in innovative regions are ready to fulfil themselves in entrepreneurship. These attitudes were found in almost half the young educated people. The discovered preferences of young people of entrepreneurship in the service sector match the structure of the postindustrial economy. Mathematical analysis found that the disposition to this or that specific area in the service sector in the Siberia and the Ural mostly matched. Young people are more interested in traditional services: trade, hotel and restaurant services. It is worth noting that the interest in traditional services in this area is greater than that in the development of “knowledge-based” business, which is more intellectually intensive.

The second main conclusion is as follows: in order to develop their business initiative, most young people require municipal services, the provision whereof should meet the expectations of first-time entrepreneurs. At present, the main factor that hinders the development of entrepreneurship in Russia is not a lack of readiness among young people to engage in this type of activity, but a lack of “service” on the part of administrative bodies, including municipal administration—the one that is closest to the users of public services. To that end, it is necessary to develop the social technologies of “service” municipal administration. These technologies are of social nature because they determine the algorithm of partner relationships between the service users and the service provider.

Thus, when compiling a register of services, it is expedient to take into consideration the public need for training and consultations on entrepreneurship issues, legal services for starting and managing a business, dispute resolution, and organization of internship for young entrepreneurs in Russian regions and abroad.

It is also necessary to take into account the regional aspect in the preferences, which is reflected in the above data.

Therefore, it is necessary to focus on these services during standardization and regulation. Efficient communication between the provider and user of services should take into consideration the motivation of young people to engage in interaction, communication channels, and communication intensity.

In order to comply with the motivation of young people to organize their business or participate in an existing business, it is expedient to show that the services can help: (a) acquire a start-up capital, investors, and partners; (b) teach to generate business ideas; (c) acquire necessary knowledge and develop entrepreneurial personality traits, including activity, confidence, and responsibility.

Communications should appeal to young people so as not to associate “service” agencies only with services for existing businesses.

In terms of communication channels, it is worth noting the following. Young people do not visit websites that offer municipal services for entrepreneurs. Since only about 10 % of young people have a clear notion of these services, one can assume that most young people have not visited such websites. Therefore, communicational efforts are required to promote the websites; alternatively, it is necessary to change the communication channels to those that are popular among young people. The point at issue among novice entrepreneurs should be the scope of the service (what will be done), the parameters of its quality from the consumers’ perspective, and terms of provision. The agency that is responsible for providing the service will choose the providers. Sociological surveys among young people,

including students, may be regarded as a channel for obtaining such information with a view to setting a standard for the service.

When looking for service providers, the choice should be based on the requirements of novice entrepreneurs. The regulation of the provider activity should be based on standards developed with the involvement of young entrepreneurs.

When evaluating the satisfaction with the service, it is necessary to conduct on-site surveys of service users. This includes both external control by the municipal administration body as the agency that ordered the services to make decisions in the result-oriented budgeting system and internal control by the organization that provides the services, with a view to correcting the service based on the data regarding the satisfaction of the entrepreneurs with the service.

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