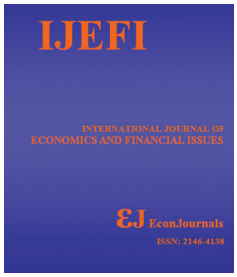

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Institutions of Stimulating the Innovative Behavior of Economic Agents in Khanty-Mansiysk Autonomous Okrug-Yugra: Evolution, Specificity and Institutional Traps

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ABSTRACT

The purpose of research is identifying the evolution, specificity, and institutional traps of institutions of stimulating the innovative behavior of economic agents in Khanty-Mansiysk Autonomous Okrug-Yugra. As the methods of research author's own classification of institutions, statistical analysis and comparative institutional analysis are used. The indices of innovation activity in the Khanty-Mansiysk Autonomous Okrug-Yugra were considered, the structure of institutions of stimulating the innovative behavior was specified, and the evolution of institutions of stimulating the innovative behavior in Russia and in Yugra was analyzed. The specificity of institutions of stimulating the innovative behavior in Yugra was revealed. Institutional traps in the sphere of stimulation of innovative behavior in Russia and in Yugra were defined. The prospects for the self-destruction of institutional traps under the action of external and internal factors were estimated. Possible ways of solution of institutional traps were offered. The results can be used by governments at the regional level as a basis for decision-making on the strategy and tactics of the development of the institutional environment to stimulate the innovative behavior of economic agents.

Keywords: Innovative Activity, Khanty-Mansiysk Autonomous Okrug-Yugra, Evolution, Specificity, Institutional Traps
JEL Classifications: D03, D23, D24

1. INTRODUCTION

A global challenge at the current stage of development of the Russian economy and at every power level is to reduce the dependence of gross domestic product growth and budget revenues from raw material's component. The solution to this problem can be seen in the transition to the innovative way of economic development. Khanty-Mansiysk Autonomous Okrug-Yugra is one of the most challenging regions, since its economy is formed due to the raw material sector by 85-90%. Therefore, the development of innovative processes is one of the priority directions of activity the Government of Yugra. However, despite such focused attention to these processes, the problems still remain. The main indicators of innovative activity in Yugra can be seen from Table 1.

The Table 1 shows that until 2003 there was an increase in the number of organizations involved in research and development (R&D), and then the recession came. As a result, the system of R&D in the region remains underdeveloped. Underdevelopment of private R&D is also reflected by the decline in returns with increasing costs. The established practice of oil and gas organizations to attract researchers and developers from outside the region does not allow local researchers to gain the necessary experience of R&D. As a result, the number of created advanced developments down to zero, while the number of used is growing steadily.

The number and share of innovation-active organizations grew until the crisis of 2008-2009, this indicator has stabilized further. Indicators of innovation are growing at a first glance, some of them grew by more than in tens of times during the analyzed period, and however, on closer examination it is evident that these processes are unstable. The main reason for the volatility of the innovation process is underdeveloped institutional environment for innovation.

2. METHODS

The importance of development of institutional environment to advance innovative type of behavior among business entities is also practically assured. However, despite the commonality of the institutional environment within a country, still there are some regional differences and characteristics that influence the indicators of innovation activity, often overlooked. Only recently the studies of specific influence of regional institutional environment on innovative activity and economic growth in the regions have begun (Rodriguez-Pose n.d.; Nyström, 2008; Afonosova, 2009; Gatina et al., 2012; Soyan, 2012). However, it is necessary to determine the composition of regional institutions, stimulating the innovative behavior, before exploring their specifics. The following classification of these institutions was given in our article (Islamutdinov, 2014) (Table 2).

With regard to the first group of institutions - operating directly, it is possible to track their formation and development only on the basis of a questionnaire research that is still not carried out. The second group of institutions, operating through government authorities, can be tracked through the legislative activity, and the third group of institutions can be compared with the number and activity of companies in innovation infrastructure.

The most popular methodological approach to study the specificity of the institutional environment has recently become a comparative institutional analysis. This approach can be considered sufficiently developed abroad, as there are appropriate textbooks (Morgan et al., 2010; Aoki, 2001), as well as examples of its practical application (Greif, 1998; Freiwald, 2001). Russian researchers are just beginning to develop this methodological approach (Pilyasov and Zamyatina, 2012; Yasinski and Tikhonov, 2010; Kuznetsova, 2013).

3. RESULTS

3.1. The Evolution of Institutions of Stimulating the Innovative Behavior in Yugra

Considering the evolution of institutions of stimulating the innovative behavior in Khanty-Mansiysk Autonomous Okrug-Yugra, it is possible to allocate the following periods (Table 3).

Federal legislation does not contain so many legal acts directly influencing the innovative behavior of economic entities. The main regulations in this area can be considered: Part IV of the Civil Code of the Russian Federation, Federal law "On science and state scientific and technical policy" and the Federal law "On development of small and medium entrepreneurship in the Russian Federation." A breakthrough should be considered as the adoption

Table 1: Dynamics of indicators of innovative activity in Khanty-Mansiysk Autonomous Okrug-Yugra

Key figures	1994	1997	2000	2003	2006	2009	2012
The number of organizations performing R&D	9	11	13	16	11	9	14
The costs of R&D in comparable prices of 2012, million RUB	1984.5	477.1	1137.7	1939.4	2472.0	4137.6	3679.0
Receipt of patent applications for intellectual property	No data	13	35	42	59	66	69
The share of the approved patent applications, %	No data	184.6	54.3	95.2	101.7	90.9	95.7
The number of created advanced manufacturing technologies	No data	No data	29	18	9	0	0
The number of applied advanced manufacturing technologies	No data	No data	844	976	1027	1277	1839
The number of innovative-active organizations at the end of the year, units	No data	No data	16	18	34	44	39
The share of innovative-active organizations, %	No data	No data	6.9	7	8.6	7	6.1
The costs on technological innovation in comparable prices of 2012, million RUB	No data	8.4	1831.2	10063.6	29535.7	10304.9	9554.6
Volumes of innovative products in comparable prices of 2012, million RUB	No data	No data	418.2	598.2	16853.7	24827.0	21536.6

Source: Website of the Federal service of state statistics www.gks.ru/

Table 2: Classification of institutions, stimulating the innovative behavior of economic entities

In the level (scale) of impact	The way of operation		
	Directly (on the basis of norms of trust and business practice)	Through state authorities and administration	Through specially established organizations
Macroeconomic institutions that regulate interaction nationwide	Market "Schumpeterian" competition Innovation networks (ecosystem)	Tax concession Subsidies Ecological standards and penalties Licensing Compulsory licensing State standards	Venture capital financing Grants Concessional lending Leasing Shared use of scientific equipment Knowledge and technology transfer
Meso-economic institutions that regulate interactions in the regional (industry-specific) scale	Angel investors Industry standards	Tax concession Subsidies	Concessional lending Business incubation Microfinancing Grants Siting in Technopark Shared use of scientific equipment

Source: Compiled by the author

Table 3: Stages of development of institutional environment for stimulating the innovative behavior in Khanty-Mansiysk Autonomous Okrug-Yugra

Stage name	Lack of institutions to support innovation	"Big money and high hopes"	Breakdown	"Sobering up"
Period	1992-2000	2000-2008	2009-2010	From 2011 until the present day
Development of legal structure	The first frame laws and regulations	A large number of acts, including tax incentives and specific programs	Most of the programs are frozen or canceled, most of the tax concessions are cancelled	Regulating the legislation and rendering it into compliance with federal legislation
Infrastructure development	Virtually absent, only in 1995 the Enterpreneurship Support Fund of Yugra was founded	Most of the infrastructure elements of innovation is created	Reduction of elements: Yugra Technology Transfer Center liquidated, the number of patent attorneys reduced, Venture Fund of Yugra haven't ever been founded, but in 2010 the Microfinance Fund was founded	Expanding the network of existing infrastructure elements, increasing requirements to their efficiency, the Foundation "Center for coordination support of export-oriented small and medium enterprises of Yugra" was created in 2013
The budget expenditure for the promotion of innovation	Lack	Very large, in comparison with other regions	Multiple reduction	According to the residual principle
Innovation activity	Virtually zero	Growing steadily	Reducing	Remains at the same level, but the structure is changing: The share of non-profit sector is growing

Source: Compiled by the author

of Part IV of the Civil code, which not only brought together most of the relations in this sphere, but also set enough high standard of the liability in this area. As for the other two legislative acts, then, despite the amendments, they are already obsolete, in addition, each of these acts regulates a rather narrow field. The need in a special legislative act regulating all parties of innovative processes and the innovation behavior of economic entities is maturing.

As early as 2010 the statement "On the necessity of formation of the normative legal base for providing of development of innovative economy" was made by the State Duma of the Russian Federation. As it was noted by Fedorov (2010), the Head of the Duma Committee on Economic Policy and Entrepreneurship: "According to our calculations it is necessary to adopt 113 laws instead of one law on innovation." These laws apply to absolutely all economic environments. Banks must learn to lend to technology, insurance companies - to insure, law enforcers - to protect, the courts - to understand the turnover of technology. Changes are needed in tax and customs system. Tremendous work that should be done at regulatory level. According to the deputy, this work may take 8-10 years.

It is impossible to say that nothing has been done in this direction. For example, the Council under the President of the Russian Federation on economic modernization and innovative development of Russia has been established. Conceptual provisions of innovation development of economy of the country is enshrined in the Concept of long-term socio-economic development of the Russian Federation for the period up to 2020. Its more complete specification was conducted in the State program of the Russian Federation "Economic development and innovative economy." However, the draft law "On innovation activity in the Russian Federation" was not adopted.

Only compulsory licensing of the institutions listed in Table 2 is absent, although the discussion of the necessity of its introduction has already begun, though for another reason: The introduction of retaliatory sanctions on imported pharmaceuticals, and the need to establish production of their analogues, the so-called generics. But other institutions, though available, is either not focused directly on stimulating innovation, or practically do not work because of their weak development.

3.2. The Specificity of Institutions of Stimulating the Innovative Behavior in Yugra

The legislation of Yugra concerning innovative activity has been analyzed by us in the article (Islamutdinov and Kurikov, 2014). Analysis of legislative regulation of innovative activity in Yugra showed that direct relation to innovation activity only 7 normative legal acts have, the other 12 affecting this activity indirectly. However, in order to understand the effectiveness of legislative regulation of innovative activity, it is necessary to have statistics of applying and handling to these laws by the economic agents and that is the task of a separate study.

Upon review of the legislation of Yugra for the stimulation of innovative behavior of economic agents, we can note the following shortcomings and possible ways of development of legislative base:

- The act on the state support of innovation is too frame, there is no concretization of its provisions, especially in terms of financing related costs.
- There is no separate program for innovative development and modernization of the economy in the region, there is only sub-programme as part of a broader programme of socio-economic development.
- There are no provisions that form a system of monitoring and

evaluating the effectiveness of state support of innovative activity in legal acts.

As for the infrastructure of innovation activities, it is represented primarily by the development institutions at the Federal level, which now, according to the Ministry of economic development of the Russian Federation (2015), are about 10, the most important of which are: Corporation "Russian venture company;" State Corporation "Russian Corporation of nanotechnologies," Foundation of Assistance to Development of small enterprises in scientific-technical sphere. Also this should include the Foundation of the center for elaboration and commercialization of new technologies (Skolkovo Foundation) and the technology platforms.

The infrastructure of innovative activities of Autonomous Okrug is represented by a non-profit organization "Fund of support of business of Yugra," the Autonomous institution of Khanty-Mansiysk Autonomous Okrug-Yugra "High Technology Park," a non-profit organization "Fund for the Promotion of Investment in Small and Medium enterprises in the Khanty-Mansiysk Autonomous Okrug-Yugra," a non-profit organization "Microfinance Fund of Khanty-Mansiysk Autonomous Okrug-Yugra," Limited Liability Company "Regional Business Incubator," a non-profit organization "Foundation for the Promotion of Investment in Small and Medium Enterprises in the Khanty-Mansiysk Autonomous Okrug-Yugra," a non-profit organization "Centre of innovations of social sphere."

In addition to these infrastructure it is necessary to mention a recently established Foundation "Center for coordination support of export-oriented small and medium enterprises of Yugra" and the project development branch of the Russian Academy of Sciences in Yugra.

All this allows to conclude that Yugra is in the process of formation of institutional environment of innovative activity, and there is some progress in this process.

The specificity of institutions of stimulating the innovative behavior of economic agents in Yugra can be identified in comparison with other regions of the Ural Federal district. The comparison of the legislative framework is shown in Table 4.

To represent the overall situation of the innovation infrastructure in the regions of the Urals Federal district we will look at pivot data in Table 5.

The analysis of tables allows to reveal the following specific features of the institutional environment of innovation in Yugra:

- Significant share of expenses in the total expenses on R&D and innovation, financed from the budget of the autonomous

Table 4: Comparison of the legal framework for innovation in the regions of the Ural Federal district

Region	The number of existing regulations	The main regulation	Date of adoption	Principles
Kurgan Region	12	On scientific, research and innovation activities in the Kurgan region	27th March, 2000	Elaborate
Sverdlovsk region	17	On state support for innovative companies in the Sverdlovsk region	15th July 2010	Elaborate
Tyumen region	17	On scientific, research and innovation activities in the Tyumen region	21st February, 2007	Frame
Chelyabinsk region	16	On stimulating innovation activity in the Chelyabinsk region	26th May, 2005	Frame
Khanty-Mansiysk Autonomous Okrug-Yugra	19	On state support for innovation activity in Khanty-Mansiysk Autonomous Okrug-Yugra	4th April, 2013	Frame
Yamal-Nenets Autonomous Okrug	28	On innovation development in the Yamalo-Nenets Autonomous Okrug	20th April, 2011	Elaborate

Source: Consultant Plus Database

Table 5: Summary data of the status of innovation infrastructure in the Ural Federal district

Region	Quantity					
	Science Towns	Patent offices and agents	Science-technology information and technology transfer centers	Technoparks	Incubators	Venture Funds
Kurgan region	-	-	1	2	-	-
Sverdlovsk region	1	7	4	9	5	2
Tyumen region	-	4	1	3	2	1
Chelyabinsk region	3	6	2	2	6	2
Khanty-Mansiysk Autonomous Okrug-Yugra	-	1	1	1	2	-
Yamal-Nenets Autonomous Okrug	-	-	-	1	1	-
Ural Federal District total	4	18	9	18	16	5

Source: Table compiled by the author based on the information from the Internet

Okrug compared to the other subjects of the Ural Federal District.
- Framework nature of the legislation on innovation, which does not fills the gaps of the Federal legislation.
- The inadequacy and incompleteness of the innovation infrastructure, the lack of some elements, other elements presented in a single copy.

Despite the achievements in the development of the institutional environment of innovation in Yugra, the presence of an institutional vacuum in the sphere of stimulating innovations should be still noted. Institutional vacuum, according to Manokhina (2011) is a lack or deficiency in the institutional system of formal and informal institutions, as well as the required interfaces between them. The signs of institutional vacuum can be attributed:
- Legislative and legal vacuum, particularly at the Federal level, which cannot be fully compensated by the regional legislature.
- Very weak interaction of infrastructure elements of innovation support among themselves.
- The virtual absence of informal institutions of stimulating innovation, such as business angels, innovation networks, industry standards.

3.3. The Institutional Traps of Institutions of Stimulating the Innovative Behavior in Yugra

With regard to institutional traps in stimulating of innovation, domestic researchers have identified several innovative traps, characteristic for the development of innovations in Russia (Malkina, 2011; Golovko, 2012; Miroshnichenko, 2012; Silvestrov and Rykova, 2011):
1. Psychological unavailability (inertial mentality)
2. Rent-seeking behavior ("resource curse")
3. The trap of catch-up development and copying (the lack of demand for innovations)
4. Investment trap (unwillingness to invest in own development)
5. The trap of public finance system (inefficiency of public funding of innovations)
6. Trap of pseudo- innovative activity (imitation of innovation)
7. Corruption and bureaucratic trap
8. "Skolkovo syndrome" (localization the innovations to one place project).

In our opinion the following Russian trap are typically occurring in Yugra:
- Rent-seeking behavior, since a large part of investment projects, including those claimed as innovative, focused on obtaining public funding or funds of oil and gas companies.
- The trap of catch-up development and copying, which is natural since the region has not yet developed its own scientific and technical potential, and the region business got used to borrow technologies.
- The trap of system of public finance, which clearly manifested itself during the "fat" 2000-ies when "fantastic" amounts in comparison with other regions were spent to the development of innovations in Yugra, and the effect was comparable.
- Trap of pseudo-innovative activity because the lack of a developed scientific and technical sphere leads to a lack of experts able to distinguish innovation from pseudo-innovation.
- "Skolkovo syndrome," since the own "Reservation of innovations" named "Technopark of high technologies" was formed in Khanty-Mansiysk.

We can highlight specific manifestations of institutional traps, typical for the Khanty-Mansiysk Autonomous Okrug-Yugra:
1. The trap of "lack of innovation offer," which is typical not only in Yugra, but for the whole Russia. Signs of this trap are a chronic lack of truly innovative projects in competitions and grants. Actually because of this trap have not earned many venture funds in the regions, and Venture Fund of Yugra has not been launched. Causes of this trap lie in the destruction of domestic science, which has little to offer something really new, and the lack of experience of commercialization of scientific research, as scientists often do not see the commercial prospects of their research results. This trap is enhanced by the underdevelopment of science as such, in fact, was only at the origin in Yugra, because the period was small - 15-20 years since the establishment of the first universities in Yugra.
2. The trap of "big money and high queries" is specific for Yugra and is a variation of the trap of rent-seeking behavior. It is manifested in the mismatch between the scale of the fiscal spending to stimulate the innovation and growth of innovative activity of economic agents. The expenditures of Yugra to support innovation in the best years were higher than similar costs in other regions in tens of times, and the level of innovation activity remained at approximately the same level. Currently, this trap manifests itself in the inflated demands of innovators in obtaining government funding when they are unhappy with the grants of 300-500 thousand rubles, saying that they need at least 5-10 million roubles for launching the project. Also this is reflected in the relatively high cost of labor in the region, which limits the range of potentially viable projects to those where large labor expenses are not required.
3. Trap "readily available foreign technology" is typical for most vertically integrated oil companies (VIOC) operating in Yugra and is a type of trap for catching up and copying. It appears that it was really easier and faster to buy ready-made technology in the West for VIOC, than to invest in the development of domestic applied science. Reasons of traps are overvaluation of the national currency and enormous export earnings during 2000-ies. The only exception is Corporation "Surgutneftegas," which continued to develop its own inventions, and now, under the conditions of sanctions and the devaluation of the national currency, has benefited.

4. DISCUSSION

At the same time, there are no grounds to speak about the presence in the Yugra of such traps as:
- Psychological unpreparedness, because most of the residents of the region are immigrants from the "mainland," which have a tendency to change.
- Investment trap, because in terms of investment per capita, the region occupies the leading positions in Russia.
- Corruption and bureaucratic trap, because the officials in

Yugra have relatively high wages compared to other regions, and there are not so many persons wishing to "cut the budget."

It is impossible to say that all of the above traps to be eternal, some of them may collapse in the near future under the influence of external and internal factors, e.g. trap "readily available foreign technologies" have been already destroyed by the action of the sanctions and the devaluation of the national currency. And we see the increase of interest of VIOC to domestic developments in the sphere of technologies of drilling and oil production. However, this trap can be maintained, if the VIOC will find a way to get round the sanctions, for example, will begin to focus on the Chinese copies of the Western technologies.

You can rely on a self-destructive traps of the lack of technology, because the system of funding science has become more sane and effective in recent times and, hence, we should expect the growth of scientific and technical potential of - Yugra and the corresponding growth in the supply of innovation in the medium term.

The trap of "big money and high queries" can also self-ruined as a result of alignment of expectations of economic agents following the alignment of income and expenditure budget in Yugra and on the "mainland."

Certain measures are being taken by region's leadership to overcome the traps, in particular, the "Skolkovo syndrome" is likely to be overcome, because there is some active work on creation of branches of "High Technology Park" in other towns of Khanty-Mansiysk Autonomous Okrug-Yugra.

As a measure of development of institutional environment for encouraging innovation in Yugra can be offered:

1. To develop its own legal framework for innovation, without waiting for Federal legislative acts.
2. Measures of stimulation the innovative behavior of economic agents should be made more varied and effective, it is necessary that they actually reduce the transaction costs of innovation and provided incentives for innovative behavior. For this purpose it is necessary to expand the list of benefits, both tax and non-tax revenue: Grants, leasing, insurance, etc.
3. To continue to develop scientific and technical potential, primarily to stimulate applied research, to form their own scientific schools and directions.
4. To create a system of independent experts, able to determine the degree of innovation of projects.
5. To develop and implement a methodology to assess the effectiveness of institutions of stimulating the innovative behavior of economic agents.
6. To develop import substitution based on domestic innovative products.
7. To increase competition among the recipients of state support, actively involving innovators from other regions.

5. CONCULSION

The analysis of the institutional environment of innovation of Khanty-Mansiysk Autonomous Okrug-Yugra showed that the process of formation of institutions of stimulating the innovative behavior of economic entities in the region has undergone several stages, but has not yet been completed. The innovation support institutions of Yugra are characterized by its own specifics, which consists in low level of technology, large queries of innovators and habit of VIOC to purchase ready technology abroad. At the same time such traps as "psychological unavailability," investment trap, corruption and bureaucratic traps are not identified in the region. Also there are trends that allow to speak about possibility of destruction of some traps, such as trap "readily available foreign technologies," the trap of lack of supply of innovation, the trap of "big money and high queries," "Skolkovo syndrome" most likely, will be overcome thanks to the dedicated work of the Government of Khanty-Mansiysk Autonomous Okrug-Yugra. At the same time, it is necessary to implement measures to fill the institutional vacuum and the overcoming of institutional traps. And more research is needed to assess the effectiveness of institutions of stimulating the innovative behavior of economic agents and predict the evolution of their development.

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