

ESSENCE DESCRIPTION AND PROBLEMS OF DIFFERENT BUSINESS ENTITIES COOPERATION IN RUSSIA

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Keywords: new model of economy, integration, cooperation of business entities, forms of interaction, entrepreneurship, incubation, satellite form, horizontal and vertical integration, efficiency of interaction, interaction problems.

Cooperation between the separate subjects of business including the different levels of market niches is examined, definition and classification of the forms of interaction is given, approaches to determining the efficiency of cooperation are marked, and the problems of interaction of subjects of small, middle-sized and large business are pointed out.

The transition from the industrial model of economy to the postindustrial economy is, by knowledge, characterized by common processes of globalization, internationalization, integration, liberalization. The new model of economy is characterized by multidimensional economic interdependence and cooperation that uses intercommunications, based on a complex combination of mechanisms of partnership, interaction and competition, on various levels (macro-, micro level, etc.), and also at the level of separate business and their association entities.

Effective cooperation serves as a key descriptive parameter of market economy competition, and is known as mutually beneficial collaboration of managing subjects on the basis of achieving the consensus.

In many countries the policy of forming the steady interaction of small, middle-sized and large enterprises is purposefully conducted. It is impossible nowadays to provide the balanced growth of economy without the interaction between small and large business.

An essential task for the successful functioning of the modern Russian economy is the creation of effective enterprise environment, based on economic relations between different market subjects.

Most experts agree, that the existent forms of interaction of large, middle-sized and small business in many cases leave much to be desired.

The analysis of different sources allows talking about the variety of co-operation displays between the subjects of small, middle-sized and large business. The concept of interaction is used as one of the basic signs of cooperation.

Entrepreneurial activity of development most often uses the following forms: entrepreneurship, incubation and satellite form. Subcontract, franchising, leasing, venture financing, factoring, clusters, outsourcing are considered to be local forms of

cooperation. Regional structures are divided into enterprise networks, incubators of small business and scientific parks.

Efficiency is the major parameter of cooperation of different business entities, with the synergetic effect being the basic criterion.

Conceptual principles of effective cooperation are: mutual benefit, functions division, cooperation on the basis of economic activity integration, concentration by means of mutual transmission of separate plenary powers on the use of different resource potential constituents.

There is an opinion, that the method of synergetic effect estimation has to include 3 groups of indices: calculation indices, indices of demand and indices acquired in the process of cooperation and measuring the effects from interaction.

In conclusion, it is possible to say that cooperation of different subjects of business certainly has practical meaning. At the same time, there is no single opinion on the way of choosing the optimum interaction form, as well as on measuring its efficiency.

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