

MTMSD 2022**I International Conference «Modern Trends in Governance and Sustainable Development of Socio-economic Systems: from Regional Development to Global Economic Growth»****PROJECT APPROACH IN THE IMPLEMENTATION OF THE
IDEAS OF SOCIAL ENTREPRENEURSHIP**

Anna Kisova (a), Julia Ioda (b), Olga Mitrofanova (c)*

*Corresponding author

(a) Lipetsk State Technical University, Lipetsk, Russia, zaumka84@mail.ru

(b) Financial University under the Government of the Russian Federation, Lipetsk branch, Lipetsk, Russia,
tibrioda@yandex.ru

(c) Lipetsk State Technical University, Lipetsk, Russia, olga-mitrof@yandex.ru

Abstract

The purpose of the article is, on the basis of a comprehensive analysis, to evaluate the effects in various areas of the economy, taking into account the formation and functioning of the ideas of social entrepreneurship in the framework of the regional project "The Future of My District". In the process of achieving this goal, methods of scientific knowledge were used: dialectical, analysis and synthesis, generalizations, comparisons. The study is based on the study of current scientific and periodical economic literature, as well as on the results of the practical application of the implementation of a regional project in the activities of various institutional investors. As a result of the study, it was found that the use of the project approach in the implementation of the ideas of social entrepreneurship in regional development leads to the emergence of an integration effect, which manifests itself in various forms - economic, social, institutional. At the same time, the use of the project approach makes it possible to implement the principles of participatory methods, in which there is not an impact, but the interaction of public authorities, students, teachers, residents of the region, business representatives, and improve the quality of regional human capital. The scientific novelty of the work lies in the substantiation of the application of the project approach as an effective tool in the implementation of the ideas of social entrepreneurship at the regional level.

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1. Introduction

A characteristic feature of the modern development of the world economy is the socialization of the economy, which is based on an ever closer integration of private and public principles. Its main forms are the social reorientation of production, the humanization of labor, the reduction of social unevenness of certain groups of the population, the growth in the importance of the social sphere, and so on. The epicenter of development, the integrating factor of economic growth, is the person, his goals and needs. As a result, there are qualitative shifts in the structure of demand and consumption, material and non-material goods, levels and quality of life of a single individual (Kisova & Barsukova, 2021).

The life of people is subject to constant risks and challenges. Often, the state mechanism cannot effectively solve the problems of people with disabilities, environmental protection, cultural development, etc. An effective tool for solving acute social problems and issues in Western practice is social entrepreneurship.

2. Problem Statement

This study is fundamental, considering the theoretical basis relevant to the study.

An analysis of the scientific literature on this issue has shown that today there is no single methodological study of the understanding of social entrepreneurship. In general, there are three approaches to the analysis of this category (Antonikova, 2007; Herutomo et al., 2022; Kisova & Barsukova, 2021; Romaschenko & Kisova, 2020). According to the first approach, social entrepreneurship is considered within the framework of charity, philanthropy, corporate social responsibility. Other scientists understand the creation and functioning of non-profit organizations as social entrepreneurship.

And finally, according to the third approach, social entrepreneurship is defined as a way to catalyze social transformations, which, ultimately, should lead to qualitative long-term changes in the socio-economic situation in society.

The Russian view of social entrepreneurship is similar to the second approach. In Russia, social entrepreneurship is also understood as the activity of non-profit organizations, the income from entrepreneurial activity of which goes to the statutory goals (Bataeva, 2015; Kisova, 2019). In accordance with the order of the Ministry of Economic Development of Russia, social entrepreneurship is a non-profit or commercial organization that operates on a low-margin market, providing jobs to vulnerable segments of the population (disabled people, mothers with children under the age of 3, etc.).

In general, social entrepreneurship is a complex socio-economic phenomenon, since it reflects the relationships and connections that arise at the junction of various spheres of human life: economic, institutional, social. In this regard, it is advisable, in our opinion, to identify the categorical essence of social entrepreneurship as a set of economic, social and institutional relations that arise between economic entities of the economy regarding the solution of a social problem using the methods and tools of entrepreneurial activity in order to reduce social tension in society and increase personal and social welfare (Kisova & Barsukova, 2021; Sidorova et al., 2019).

The development of the ideas of social entrepreneurship is quite relevant today at the regional, mesolevel, since each subject has its own distinctive features and characteristics. In our opinion, the most effective method for the formation and implementation of the ideas of social entrepreneurship is the project approach (Mitrofanova & Badaninskaya, 2021). It allows you to involve and interact with subjects of various levels, for example, public authorities, universities, district administrations. As a result of this interaction, the necessary information is exchanged, students gain practical experience in project activities, connections appear and youth initiatives are implemented for the socio-economic development of district settlements and small towns (Gerasikova et al., 2015; Gryadunova et al., 2016; Kopylova & Mitrofanova, 2019; Mitrofanova, 2020; Moskovtseva & Mitrofanova, 2020).

3. Research Questions

The objectives of the study were: to study the role of the project approach in the implementation of the ideas of social entrepreneurship at the regional level, to determine the effects of this interaction for various institutional entities and for socio-economic development.

4. Purpose of the Study

The purpose of the study is to assess the effects in various areas of the economy based on a comprehensive analysis, taking into account the formation and functioning of social entrepreneurship ideas within the framework of the regional project "The Future of My District". The expediency of using the project approach is largely "...due to the fact that in the modern world, the speed of implementing initiatives is of great importance. In order to have a competitive advantage, ... innovative developments are constantly needed in a limited time frame" (Sidorova et al., 2019, p. 91).

5. Research Methods

The study used the main general scientific methods of cognition. In particular, the dialectical method made it possible to determine the stages and structure of social entrepreneurship projects, to identify the most effective methods and tools in the process of formation, development and implementation of initiatives at the regional level. Analysis and generalization of scientific literature, periodicals allowed us to determine the advantages of using the project approach in the development of social entrepreneurship ideas at the regional level from the standpoint of their potential implementation in the work of teachers and government bodies. Comparative methods were used by us to formulate the main stages, conclusions based on the results of the study.

The materials for the study were documents by the Administration of the Lipetsk region and the Primary Trade Union Organization of students of the Lipetsk State Technical University on the implementation of the regional project "The Future of my District" in the Lipetsk region.

6. Findings

The authors conducted a study of the formation of social entrepreneurship in the Lipetsk region. The object of the study was the regional project "The Future of My District".

The project is being implemented by the Administration of the Lipetsk Region together with the Primary Trade Union Organization of Students of the Lipetsk State Technical University. The main objectives of the project are the formation of proposals for the plan of measures for the socio-economic development of the regions of the region. The project is aimed at increasing customer focus, which will improve communication between the population and local authorities, as well as get real proposals to improve the quality and standard of living in the area. The content of the regional project "The Future of My District" is shown in figure 1.

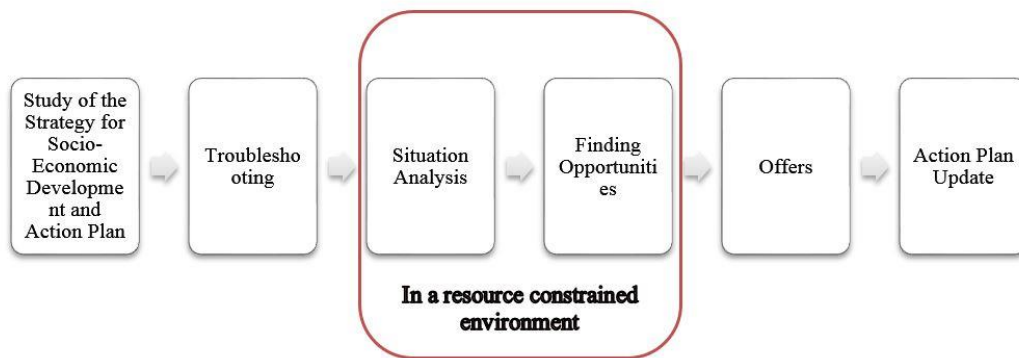


Figure 1. Content and stages of implementation of the regional project "The Future of My District"

The first stage is the formation of working groups in several universities and different specialties. As a result, several teams (from two to five) of leading universities begin to function. At this stage, not only internal, but also external communication links are being established both at the level of students and at the level of the teaching staff, which acts as the curator of the teams. An example of the formation of working groups of the regional project "The Future of My District" is shown in figure 2.

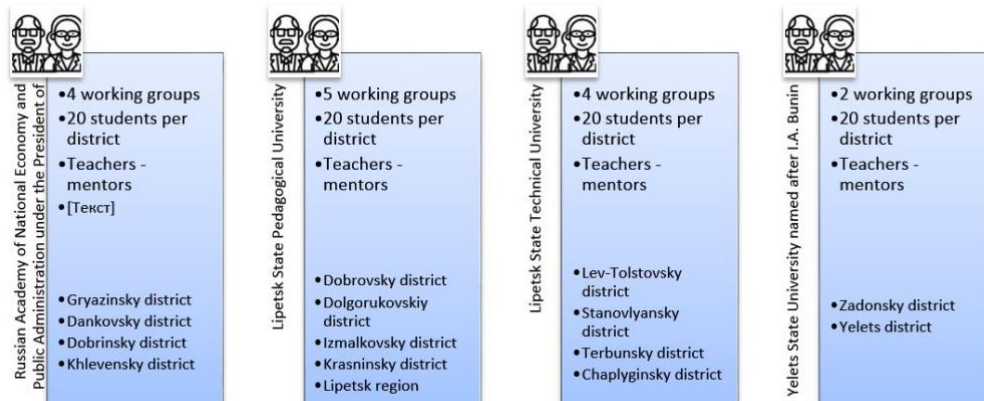


Figure 2. Formation of working groups of the regional project "The Future of My District"

Mandatory at this stage is the creation of an effective communication line with the involvement of modern instant messengers, social networks, remote technologies that allow you to increase the speed of obtaining information, feedback, mobility of working groups, flexibility in the presence of necessary changes and clarifications.

A trip to the region is the second stage. Based on its results, student groups form their ideas, initiatives, proposals, which are then discussed for the expediency and reality of implementation in the future of the district at a special strategic session with the participation of experts. These experts primarily include heads of departments, representatives of the Civic Chamber of the Lipetsk Region, curators from municipal districts, among whom the District Administration, deputies of the regional parliament, well-known public figures and business representatives as potential investors are present without fail. In addition, students discuss their projects with residents of these areas.

Thus, at this stage, there is an interaction of various institutional actors, their interests and needs in order to improve the living standards of the population, reduce poverty, and accelerate the pace of humanization of economic growth at the regional level.

On Figure 3 shows the relationship between the relations of various institutional subjects of the regional project "The Future of My District" and its main goal.

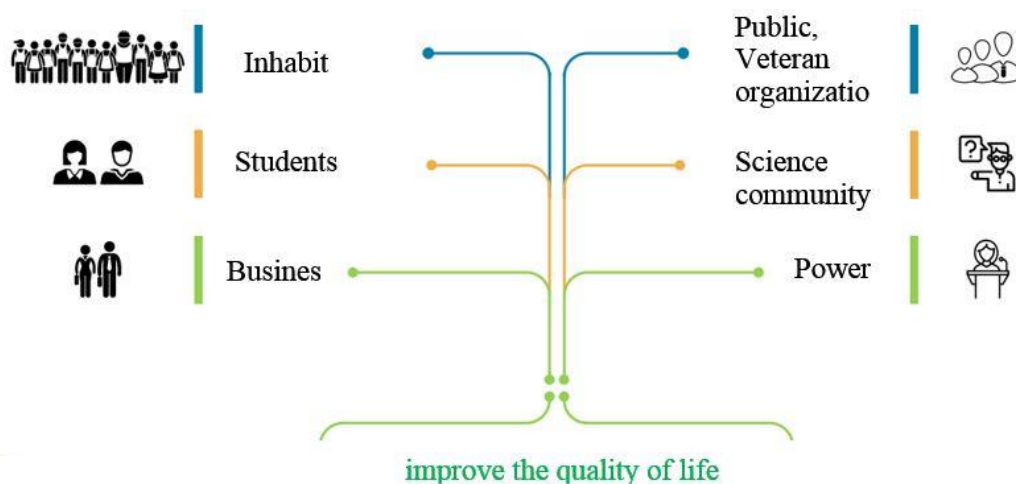


Figure 3. The relationship between the relations of various institutional subjects of the regional project "The Future of My District" and its main goal

The third stage of this project is the development of a social project, taking into account geographical, economic, social and historical characteristics. The result of this stage is the visualization of the initiative in the form of a presentation, which includes the following mandatory components of business planning:

- i. a brief description of the project: project goals, objectives, milestones, address;
- ii. SWOT-analysis of the project;
- iii. description of the situation in the study area (the social demand of society for this project);
- iv. characteristics of the project, qualitative characteristics of the project (advantages);

- v. quantitative characteristics of the demand for the project, the possibilities and ways of implementing the work of the organization;
- vi. the main financial indicators of the organization;
- vii. sources of financing of the organization;
- viii. possible risks.

The final stage is the presentation and examination of projects. First, these projects are defended at the university in order to eliminate methodological errors and comments of an aesthetic, economic, informational nature. Then the projects are presented for defense before representatives of districts, government authorities, and potential investors. At the end of the defense, each of the experts expresses his opinion and gives a score from 1 to 5. According to the score, the most relevant social projects are selected, which are presented at the Strategic session before the head of the region at the end of the year and, in case of successful defense, the most investment-attractive projects together with business representatives, local residents of the districts are taken into account when drawing up the Development Strategy and the Plan for the socio-economic development of the district.

"The Future of My District" was initiated by the state authorities of the Lipetsk region in 2020. In two years, it attracted more than 300 student participants from four universities in the region. In particular, in 2020, as part of the project, 3 working groups were created at higher educational institutions in the region, which covered the Usmansky, Volovsky and Lebedyansky districts. As part of the project, the working groups visited the municipal districts and studied the socio-economic situation on the ground. Based on the results of the project implementation in 2020, students proposed more than 20 projects, the main of which are: the development of Tatarsky Val and the reconstruction of a merchant's mansion in the Usmansky district; construction of eco-farms; development of bicycle sharing; launching the glamping project; opening of an interactive museum; building a hippodrome.

In 2021, the project continues its implementation and covered 15 municipal districts. Working groups were formed from universities, which included 300 students.

Let us consider in more detail the projects formed by students under the guidance of curators for the Lev Tolstoy district of the Lipetsk region. The proposed projects related to the following areas of life of the district:

- i. Organization of a greenhouse for growing seedlings and fresh cut flowers on a vacant land plot in the Lev-Tolstovsky district.
- ii. Organization of a recreation center.
- iii. Construction and organization of the hotel business.
- iv. Construction of a technical school.
- v. Organization of production for processing livestock products.

According to the results of the examination of projects, two projects turned out to be the most investment attractive: the organization of production for the processing of livestock products and the construction of a technical school. These initiatives in the future will solve such issues as reducing the

level of migration of young people to other regions, increasing their degree of qualification, increasing the number of jobs, etc.

7. Conclusion

The authors conclude that the conducted research indicates the great advantages of using the project approach in implementing the ideas of social entrepreneurship, its ability to become an effective tool for economic growth in Russia. In addition, the theoretical and applied analysis of the regional project "The Future of My District" allows us to draw the following conclusions:

- i. the use of the project approach makes it possible to implement the principles of participatory methods, in which there is not an impact, but the interaction of public authorities, students, teachers, residents of the area, and business representatives. In other words, the initiative is not "top-down", but "bottom-up", which really reflects the needs of residents, allows them to more quickly solve their current problems with minimal losses;
- ii. the quality of human capital is improving, in particular students, who have theoretical tools for developing projects, establishing communication links, collecting information, etc. they implement it in a practical way, which allows you to see and evaluate your mistakes, inaccuracies, etc.;
- iii. the study of the socio-economic situation from within the region allows the use of non-traditional methods of research and dissemination of social entrepreneurship practices;
- iv. one of the indirect results of the functioning of the regional project is the understanding that each person is responsible for what will happen in the future, he can actively participate in the development of the region, in the preparation of strategic documents, etc.;
- v. the attitude of young people to their area changes, they become more interested in its development, which ultimately leads to an increase in the quality of life of this municipality.

Thus, the multidimensionality and complexity of the use of the project approach in the implementation of the ideas of social entrepreneurship in regional development is accompanied by the emergence of a number of positive results (effects) in various spheres of life (economics, politics, culture, etc.) In this regard, it can be argued that the use of the project approach in the implementation of the ideas of social entrepreneurship on regional development leads to the emergence of an integration effect, which manifests itself in various forms - economic, social, institutional.

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