

EVALUATING THE EFFECTIVENESS OF MODELS OF INCENTIVE LEGAL REGIMES OF ENTREPRENEURIAL ACTIVITY IN THE SPHERE OF DIGITAL INNOVATIONS AND TECHNOLOGIES

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Article info

Received –
2022 June 20

Accepted –
2023 October 10

Available online –
2023 December 20

Keywords

Legal regime, incentives,
evaluation, efficiency, digital
innovations, digital technologies

Subject. The article explores the issues of assessing the effectiveness of models of incentive legal regimes of entrepreneurial activity in the sphere of digital innovations and technologies.

Purpose. The purpose of the study was to develop approaches to determining the effectiveness of incentive legal regimes of entrepreneurial activity in the field of digital innovation and technology, as well as to develop criteria and methods for evaluating existing models of these legal regimes.

Methodology. The methodological basis of this study are general scientific methods (analysis and synthesis, induction and deduction), private scientific methods (interpretation of legal acts), as well as content analysis, study of reports and analytical references of governmental organizations.

Results. The general approaches to assessing the effectiveness of law and legislation existing both in Russia and abroad are analyzed. The author defines the types of effectiveness of incentive legal regimes of entrepreneurial activity in the sphere of digital innovations and technologies, as well as their criteria. The author's methodology for assessing the effectiveness of incentive legal regimes in the sphere of digital innovations and technologies is proposed.

Conclusions. The methodology proposed in this study for assessing the effectiveness of such legal regimes can be used as part of the actual impact assessment, and the conclusions reached by the authors may form the basis for further future research on legal regimes for entrepreneurial activity.

1. Introduction

The creation of competitive digital innovations and technologies is a national interest of many modern states, including our country [1, p. 62; 2, p. 17; 3, p. 73; 4, p. 75].

At the same time, figures demonstrate Russian Federation lags behind the world technological leaders. Thus, international rankings show that Russia is in 38th place out of 115 countries in the list of countries on the Index of created opportunities for digitalization¹. And in terms of the level of innovation activity of business, our country lags behind the most developed countries more than 50%².

One of the problems causing such unsatisfactory indicators is the insufficient degree of favorability of the legal climate and conditions for entrepreneurial activity. The reasons for this are, among others, the low effectiveness of incentive legal regimes of entrepreneurial activity. It is no coincidence that the Concept of Technological Development of the Russian Federation until 2030 notes the need to revise the existing stimulating mechanisms.

In this regard, the purpose of the study was to develop approaches to determining the efficiency of stimulating legal regimes of entrepreneurial activity in the field of digital innovation and technology, as well as to develop criteria and methods for assessing the existing models of these legal regimes.

2. Stimulating legal regimes of entrepreneurial activity in the field of digital innovation and technology

The main purpose of legal regimes is to achieve the effective functioning of the economy, as well as to improve the welfare of the state and society [5, p. 234]. Foreign researchers note that due to such regimes the "state - business" dialogue is possible, and various forms of regimes are able to change the conditions of entrepreneurial activity [6, p. 526].

According to J. Schumpeter, entrepreneurial regime is based on the image of an individual entrepreneur who introduces new "production combinations" [7, p. 287]. The entrepreneurial regime is also associated with the term "technological regime" [8, p. 482], which demonstrates the extent to which the technological environment is favorable for innovation [9, p. 503]. According to researchers, the technological regime promotes the development of the industry [10, p. 119; 11, p. 179; 12], and countries in which firms operate under such a regime expand their export basket faster [13, p. 927].

In turn, the stimulating legal regime of entrepreneurial activity in the field of digital innovations and technologies is a special procedure of legal regulation of entrepreneurial activity, which is based on a set of legal means aimed at stimulating this activity in order to develop competitive digital innovations and technologies.

Stimulating legal regimes are:

- stimulating regimes of entrepreneurial activity within the boundaries of territories and entities with high innovation potential (special economic zones, techno parks, innovation science and technology centers, the Skolkovo Innovation Center, etc.);
- experimental legal regimes in the sphere of digital innovations and technologies;
- stimulating regime for entrepreneurial activities carried out within the framework of the so-called innovative public-private partnership;
- stimulating regime for entrepreneurial activities of small and medium-sized businesses in the field of digital innovations and technologies.

¹ Enabling Digitalization Index, available at: https://www.allianz-trade.com/en_global/news-insights/economic-insights/1370.html, accessed 14.08.2023.

² In 2021, the value of the index of innovation activity of business in Russia amounted to 11.9%, in Canada - 79.3%, the Federal Republic of Germany - 68.8%, the United States of America - 64.7% (Order of the Government of the Russian Federation "On Approval of the Concept of Technological Development for the period up to 2030" from 20.05.2023 № 1315-r. Sobranie Zakonodatel'stva RF. 2023. № 22. Art. 3964).

3. Efficiency of stimulating legal regimes for digital innovation and technology

It should be noted that the legislation on stimulating regimes for digital innovation and technology does not contain criteria of its efficiency. These documents refer only to the assessment of the effectiveness of projects implemented within the framework of an experimental legal regime or legal regime within the boundaries of a technology innovation special economic zone. The "model" of such regimes formed in the legislation is not subject to evaluation, that is not correct. The effectiveness of projects (agreements) implemented within the framework of such regimes directly depends on the efficiency of the model of legal regime.

In this regard, the issue of identifying criteria for the efficiency of these models is certainly important. In addition, the efficiency of certain types of such regimes is questioned [14, p. 39].

The postulate that rules of law must be efficient does not require confirmation. Efficient rules of law are the basis of perfect legislation, without contradictions, giving an adequate legal assessment of regulated social relations. The more qualitative is the legislation, the more effective will be achieved goals in the issuance of legal norms [15, p. 1577].

At the same time, we should agree with the authors who note that the issue of the efficiency of the rules of law is often raised in legal science, while remaining one of the least studied [16, p. 39].

The efficiency of law is interpreted differently in legal science. For example, such scientists as S.A. Zhinkin, D.M. Chechot and A.S. Pashkov connect the efficiency of law with the optimality, correctness, validity of the norms of law [17, p. 34; 18, p. 3]. In turn, other authors correlate the effectiveness of law with the actual results achieved in the process of implementation of legal norms [19, p. 50; 20, p. 22; 21, p. 44]. This, in particular, says V.I. Chervonyuk, who identifies the effectiveness of the action of law with its efficiency, its ability to produce the necessary effect in public life [22, p. 328].

The intersubjective approach to assessing the effectiveness of legislation proposed by L.T.

Bakulina is of interest [23, p. 9]. It is based on the law-forming interests of subjects of law, and lawmaking is interpreted as such an alignment of various social interests, in which the freedom of realization of the interests of some persons does not infringe on the interests of others. In this case, according to the scientist, the basis of the effectiveness of law "lies" law-forming interest - a natural result of the harmonious harmonization of private interests [23, p. 10].

One of the supporters of the intersubjective approach, - O.E. Leist, - under the efficiency of law understands its feasibility, which is predetermined by common knowledge, comprehensibility and consistency of legal norms, their systematic nature, proportionality of social goals of norms and legal means of achieving these goals, the provision of law with an effective system of justice and other law enforcement agencies [24, p. 79]. Looking ahead, we note that it was the understanding of effectiveness proposed by O.E. Leist that formed the basis of criteria for assessing the effectiveness of legal regimes [25, p. 16].

Having studied the existing approaches to the efficiency of law, it seems that the intersubjective approach proposed by scientists, which is based on the law-forming interests of subjects of law, is the most adequate and appropriate, including in the framework of assessing the efficiency of stimulating legal regimes in the field of digital innovations and technologies. In terms of the intersubjective approach, a legal regime will be effective if the interests of the subjects of law are taken into account, respected and balanced.

In search of an answer to the question of how to create an effective legal regime, scholars have begun to think about the criteria for its efficiency.

The following were suggested as such:

- 1) familiarity for addressees;
- 2) comprehensibility and consistency of legal norms enshrining it;
- 3) proportionality of social goals and legal means of achieving these goals;
- 4) ensuring the functioning of legal regimes by effective work of law enforcement bodies [25, p. 16].

It seems that the application of such criteria will indeed make it possible to assess whether a

particular legal regime is effective. Thus, for example, such a criterion as awareness of addressees implies an assessment of the fact to what extent the subjects of law are aware of the existence of such a regime, its features, etc. In case of insufficient "awareness", the effectiveness of such a regime may decrease, as its potential subjects may simply not be aware of its existence.

With regard to such a criterion as comprehensibility and consistency of the norms enshrining the legal regime, it should be added that we should talk about the absence of both "internal" contradictions and "external" contradictions. And if internal contradictions imply contradictions "inside" the act regulating this regime, then external contradictions imply the lack of harmonization and integration with the provisions of existing legislation, which indirectly regulates the legal relations under study.

Such criterion as proportionality of social goals and legal means of achieving these goals is one of the most significant. The objectives of the legal regime are very diverse. However, a single (complex) goal of legal regimes, based on their essence, can be recognized as the optimal regulation of social relations, overcoming obstacles standing in the way of satisfaction of subjects (by legal means and methods) of their interests.

With regard to such a criterion as ensuring the functioning of legal regimes, effective work of law enforcement bodies, it is necessary to note the following. Without competently organized work and involvement of the relevant competent authorities, an effective model of legal regime is impossible. At the same time, scientists note that today it has become obvious the inability (inefficiency) of state bodies always adequately respond to modern challenges and keep up with the rapid changes in technological, information and human potential, the development of private legal sphere, to cope with new tasks [21, p. 6].

We believe that the above criteria are necessary conditions for determining the efficiency of legal regimes, including incentive regimes for entrepreneurial activity in the field of digital innovation and technology. At the same time, as mentioned above, it is necessary to approach the application of these criteria to assess the

effectiveness from the position of intersubjective approach, taking into account the degree of compliance, balance, and ensuring the interests of all stakeholders (the state, business entities and society).

At the same time, we believe that for a more adequate assessment of the legal regime it is necessary to pay attention to the way the legislator "constructed" such a model, which also includes the chosen conceptual and categorical apparatus.

The degree of effectiveness of the legal regime depends on the extent to which the conceptual and categorical apparatus corresponds to objective realities.

Therefore, it is proposed to supplement the above criteria for assessing the legal regime with such a criterion as "compliance of the conceptual and categorical apparatus used by the legislator with objective realities".

It should also be noted that despite the importance of the above criteria, they allow assessing the effectiveness of legal regimes in the legal (normative) aspect. However, for a more complete and objective assessment of the effectiveness of models of incentive legal regimes, we also need to assess the effectiveness of incentive legal regimes from other positions. In this regard, we consider it necessary to evaluate the studied regimes in terms of economic, social, environmental, technological and moral-psychological effectiveness.

Economic efficiency. From the point of view of economic scientists, maximum efficiency takes place when it is possible to obtain the best result at a given effort, or to achieve a given result with minimal effort. The result is a certain level of welfare, and the efforts are measured in units of resources spent [26, p. 15].

The criteria of economic efficiency of stimulating legal regimes of entrepreneurial activity will be the following:

- 1) the volume of investments, including capital investments;
- 2) the volume of proceeds from the sale of goods, performance of work, provision of services;
- h) the volume of taxes paid by the subjects-participants of the regimes under study to the

budgets of the budgetary system of the Russian Federation;

i) the volume of customs payments paid by the subjects-participants of the regimes under study;

j) the volume of insurance premiums paid by the subjects-participants of the regimes under study.

Social efficiency. Any activity by its nature is social and necessitates the metrification of social effects [27, p. 495]. Scientists note that the good of man, as the highest value of society, becomes an end in itself of social development [28, p. 225].

We believe that the incentive legal regime of entrepreneurial activity in the field of digital innovations and technologies can be considered socially effective in the case of achieving a socially important strategic goal - increasing the level of well-being and standard of living of the society due to the introduction and development of digital technologies.

In the case of such business regimes, the criteria for assessing their social effectiveness can be:

1) the number of jobs created in the process of entrepreneurial activity under such a regime;

2) the number of jobs created in the course of entrepreneurial activities under the incentive legal regime, which are small and medium-sized businesses;

3) the amount of spent federal budget funds aimed at financing the creation of engineering, transportation, social, innovation and other infrastructure facilities necessary for the implementation of this legal regime.

Ecological efficiency. It should be agreed with the authors who believe that although economic growth makes a significant contribution to the creation of opportunities for future generations to "meet their needs", reference to the future puts environmental interests in the center of political debate [29, p. 79].

In the Strategy of environmental security of the Russian Federation for the period until 2025, it is noted that the state of the environment of the Russian Federation is assessed as unfavorable. Over 30 billion tons of production and consumption waste have been accumulated as a

result of economic activity. That is why the tasks of ensuring the "ecologization" of legislation are highly relevant today [30, p. 16]. Moreover, the authors substantiate the need for ecologization of the legislation in the field of investment activity in order to ensure the right of present and future generations to a favorable environment [31, p. 9].

To assess environmental efficiency, we can propose to conduct the so-called "ecologization test" [32, p. 23], the essence of which is the compliance with the following criteria:

1) the presence of requirements in legal acts on the compliance of activities carried out within their boundaries with the norms of environmental legislation. The importance of "inclusion" in the relevant documents of such requirements can hardly be overestimated, since they will contribute to the accounting and assessment of not only the economic efficiency of the regimes under study, but also the environmental safety of activities carried out within their boundaries.

2) the possibility guaranteed by law for representatives of the environmental community (environmental human rights organizations, etc.) to participate in decision-making with regard to the creation and functioning of such territories. The implementation of public control over the activities carried out within the boundaries of such territories would contribute to improving their quality, as well as minimizing the risk of environmental damage [33, p. 18].

Technological efficiency. In economic science, it is accepted that production can be considered technologically efficient if the maximum possible volume of output is provided at a given number of resources [34, p. 163]. Today, in the conditions of digitalization, technological efficiency is also considered as how effectively available technologies are used and applied, what benefit the subject acquires from the possession of such technologies.

At the same time, this type of efficiency can be conditionally divided into technological and innovation efficiency. We believe that the criteria of technological efficiency should be applied to entrepreneurial activity in the field of digital technologies and digital innovations. The innovative efficiency is referred to in the case of

entrepreneurial activity in the field of digital innovations.

The criteria for assessing technological efficiency are:

1) the number of entities engaged in entrepreneurial activities in the field of digital innovations and technologies;

2) annual revenue from digital innovations and technologies created and implemented by these entities.

In turn, innovation efficiency can be assessed by the following criteria:

1) the number of protectable results of intellectual activity obtained as a result of entrepreneurial activity in the field of digital innovation;

2) the number of patents obtained for protectable results of intellectual activity created in the course of entrepreneurial activity in the field of digital innovation.

Moral and psychological efficiency. This type of efficiency implies the degree of satisfaction of business entities with the existing stimulating legal regime in the field of digital innovations and technologies in the following indicators:

1) the level of satisfaction of subjects of entrepreneurial activity in the sphere of digital innovations and technologies with the terms and conditions of such activity within the framework of the established stimulating legal regime;

2) the level of satisfaction of business entities in the field of digital innovations and technologies with the work of public authorities responsible for the implementation of the stimulating legal regime for business activities in the field of digital innovations and technologies.

Assessment methodology. Experts note that the evaluation of legal regimes is an intellectual operation, in the course of which the existing legal regime is compared with a certain reference

criterion in order to find out the level of compliance of the real and ideal state of affairs [35, p. 42].

The analysis of literature devoted to the assessment of legal regimes allowed us to develop the following methodology for the assessment of stimulating legal regimes.

The assessment consists of two stages – the preparatory one and the assessment stage itself.

At the preparatory stage it is necessary to identify:

1) subjects of the assessment of the effectiveness of incentive legal regimes of entrepreneurial activity in the field of digital innovations and technologies;

2) the normative legal basis of the studied incentive legal regimes in the field of digital innovation and technology;

3) techniques and methods of obtaining information about incentive legal regimes. In this case, the choice of a suitable method will be predetermined by the specifics of the assessed sphere of public relations [36, p. 119];

4) sources of factual data - law enforcement practice, mass media, results of questionnaires and sociological surveys, complaints of citizens to the authorized bodies. Such data allow to correlate normative indicators with the actual state of affairs.

5) a system of criteria that will allow to determine the effectiveness (ineffectiveness) of a particular legal regime. The above criteria of legal, economic, social, ecological, technological and moral-psychological efficiency of the legal regime model will serve as such.

6) evaluation system (Table 1). Each of the efficiency criteria should be evaluated on a scale of maximum efficiency of the stimulating legal regime. The maximum number of points is 42 points. The incentive regime will be considered: effective – 25-42 points; satisfactory – 12-24; ineffective – 0-11 points.

The system of assessment

Type of efficiency	Information requested for assessment	Scale and System of Assessment
Legal	regulation, statistical data, mass media information, Internet resources, results of sociological research, results of the expert's observations.	Scores for each criterion: 2 points – efficient 1 point – satisfactory
Economic	statistical data, mass media information, Internet resources, results of sociological research, results of the expert's observations.	Scores for each criterion: 2 points – efficient 1 point – satisfactory
Social	regulation, statistical data, mass media information, Internet resources, results of sociological research, results of the expert's observations.	Scores for each criterion: 2 points – efficient 1 point – satisfactory
Ecological	regulation, statistical data, mass media information, Internet resources, results of sociological research, results of the expert's observations.	Scores for each criterion: 2 points – efficient 1 point – satisfactory
Technological	regulation, statistical data, mass media information, Internet resources, results of sociological research, results of the expert's observations.	Scores for each criterion: 2 points – efficient 1 point – satisfactory 0 – inefficient
Moral and psychological	mass media information, Internet resources, results of sociological research, results of the expert's observations.	Scores for each criterion: 2 points – efficient

At the evaluation stage, the stimulating legal regime is assessed in terms of determining the level of its efficiency based on the criteria identified above. According to the achieved results it is possible to gradate legal regimes into efficient, satisfactory and inefficient (determining the average value of effectiveness by adding up the scores of all indicators).

4. Conclusion

The creation of favorable conditions for business activities in the field of digital innovation and technology is one of the tasks of the country. Therefore, it is necessary to design the models of efficient stimulating legal regimes of entrepreneurial activity in this area. The assessment methodology proposed in this study can be used to evaluate the actual impact of existing legal regimes. Moreover, the findings can form the basis for future studies of incentive legal regimes for entrepreneurial activity in the field of digital innovation and technology.

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BIBLIOGRAPHIC DESCRIPTION

Gromova E.A. Evaluating the effectiveness of models of incentive legal regimes of entrepreneurial activity in the sphere of digital innovations and technologies. *Pravoprimeneniye = Law Enforcement Review*, 2023, vol. 7, no. 4, pp. 66–75. DOI: 10.52468/2542-1514.2023.7(4).66-75. (In Russ.).