
Development of subjects of small business in Russia

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The article presents results of competitive positions estimation of the Russian small business obtained by using SWOT analysis. The author explains necessity for formation of the institution of self-regulation as a response to the imperatives for improving the institutional environment. It is noted that the key to promoting the growth of investment attractiveness of small business at all levels of its management is the use of cluster technologies, Association promotion, creation of clusters in the most promising areas of economic life of the Russian regions and the country as a whole, creation of integrated management systems, ensuring the continuity of the process of creation and introduction of innovations as an institutional basis for innovation business model.

Keywords: *small business, competitiveness, integrated management systems, innovations.*

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