

ЭКОНОМИКАЛЫҚ ҒЫЛЫМДАРUDC 331.5
МРНТИ06.61.33DOI: <https://doi.org/10.37788/2020-4/69-75>**S.V. Bespalyy**Innovative University of Eurasia, Kazakhstan
(e-mail: sergeybesp@mail.ru)**Opportunities for the development of entrepreneurship through labor mobility****Annotation**

Main problem: The literature on regional entrepreneurship tends to neglect interregional human capital flows, and yet spatial mobility provides emerging entrepreneurs with knowledge and networks in different locations to exploit entrepreneurial opportunities.

Purpose: The purpose of this study was to establish the relationship between mobility and entrepreneurship.

Methods: Examined how multidisciplinary experience and non-local knowledge provide migrants with the desire for opportunity-based entrepreneurship. The connection between the regional environment and entrepreneurial motives based on opportunities for people with and without spatial mobility is shown. The analysis of data from a survey of labor force dynamics is presented, which compares the characteristics and driving forces of entrepreneurial motives of migrants and local residents. A survey has been conducted that indicates a higher prevalence of opportunity-based entrepreneurship among migrant entrepreneurs compared to their local counterparts. Official Kazakh statistics do not take into account the impact of internal migrants on the development of the economy and welfare of the region to which they moved.

Results and their relevance: Based on the analysis and survey, it was found that the experience of spatial mobility significantly increases the likelihood of entering an opportunity-based business. The regional environment influences the entrepreneurial motives of migrants and non-migrants, but in different ways. Local entrepreneurs are more affected by the endogenous nature of the firm, while migrant entrepreneurs start businesses based on both local needs and external linkages with wider market areas. The regional environment influences the entrepreneurial motives of migrants and non-migrants, but the experience of spatial mobility significantly increases the likelihood of starting a business based on the opportunities of migrants.

Key words: migrants, spatial mobility, entrepreneurial motives, opportunity-based entrepreneurship, necessity-based entrepreneurship.

Introduction

Based on Schumpeter's foundational work, it is established that entrepreneurship is a key mechanism for innovation and invention to be exploited and commercialized. Opportunity-based entrepreneurship is defined as entrepreneurial decisions motivated by the perception and use of innovative business ideas. This concept was first introduced in a survey by the Global Entrepreneurship Monitor, as opposed to the need-driven entrepreneurship where people are forced to start their own business due to unemployment or job dissatisfaction. Opportunity-based entrepreneurship, as opposed to necessity-based entrepreneurship, positively influences innovation and technological progress, thus being a form of productive entrepreneurship.

The article is structured as follows. It examines the literature on the relationship between spatial mobility and opportunity-based entrepreneurship, and hypothesizes different relationships between the regional environment and entrepreneurial motives among people with and without spatial mobility experiences. The article touches on two research questions related to the entrepreneurial activity of internal migrants: first, how does the experience gained by migrants earlier contribute to the formation of entrepreneurial motives based on opportunities? Second, to what extent and how does the regional environment interact with knowledgeable migrants to shape opportunity-oriented entrepreneurship? The following are survey data on the influence of various regional factors associated with entrepreneurial motives of migrants and non-migrants. Finally, results are presented in relation to spatial mobility and entrepreneurial motives.

Materials and methods

The main goal of the study consists of the following stages:

- the first stage includes identifying the characteristics and factors affecting the spatial mobility of internal migrants and opportunity-oriented entrepreneurship that affects the dynamics of the labor force;
- the second stage includes the analysis of driving factors influencing or related to the entrepreneurial motives of people;

– the third stage includes a descriptive analysis of the status of employment and characteristics of entrepreneurs, analysis of the socio-demographic and entrepreneurial motives of migrant and non-migrant entrepreneurs.

The article provides an analysis of international studies, as well as an overview of Kazakhstani sources devoted to empirical studies of spatial mobility and opportunity-oriented entrepreneurship in different territories. In the course of the study, a survey was conducted regarding the assessment of spatial mobility affecting entrepreneurial opportunities. The survey data showed a high prevalence of opportunity-based entrepreneurship among migrant entrepreneurs compared to their local counterparts. In addition, the experience of spatial mobility greatly increases the likelihood of entering an opportunity-based business.

The collected empirical material and its analysis made it possible to identify regional spatial factors and their impact on mobility and opportunity-oriented entrepreneurship in various territories of the Republic of Kazakhstan.

Results

The last decade has seen an increase in research on regional entrepreneurship. Much research has focused primarily on high-growth and high-potential startups that are driven by market opportunities for new technologies, combinations, and ideas. Nevertheless, theories in the field of regional entrepreneurship research overestimate the endogenous processes of entrepreneurship development and innovation [1]. It is true that entrepreneurial opportunities are concentrated in specific locations that have well-functioning entrepreneurial ecosystems, but also strongly depend on the ability of people to seize these opportunities [2].

However, the question of who starts an opportunity-driven business still attracts limited research attention. A study on entrepreneurs in Silicon Valley highlighted for the first time the economic contribution of migrants as start-up entrepreneurs to the economy. Indeed, migrants are increasingly seen as a source of revitalization of the regional economy [3]. From this point of view, interregional mobility of human capital and heterogeneous knowledge of location play a key but insufficiently studied role in the development of entrepreneurship.

As a starting point for conceptual clarity, the subject of this article focuses on internal migrants in Kazakhstan for two reasons. First, the number of internal migrants in the world is about 740 million, which is more than three times the number of international migrants. According to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, in 2019, internal migrants in Kazakhstan amount to more than 1 million 115.7 thousand people. Thus, the internal migrant deserves research attention not only because of its enormous scale, but also because of its broader significance for human potential in the search for economic opportunities and mobility [4].

Second, internal migration is an appropriate parameter to study the role of spatial mobility at the regional level, rather than at the country level. Despite the long-standing emphasis of economic geographers on international migration as a more important mode of knowledge transfer, scholars in research have begun to notice that international migrants often have a spatial biography, just like internal migrants.

This indirectly indicates complex mobility processes in which local knowledge is accumulated gradually. As in the case of international migration, immigrant entrepreneurs must overcome both regional (for example, from Pavlodar to Nur-Sultan) and country (for example, from Kazakhstan to Russia) barriers in the institutional, cultural and social environment. Focusing on internal migrants allows us to investigate whether interregional heterogeneity of knowledge is a valuable asset for high-quality entrepreneurship.

The role of internal migrants in promoting regional entrepreneurship through spatial mobility and non-local knowledge has become evident in a number of recent studies [5, 6, 7]. Martynovich, in his study, compared information data on local and relocated entrepreneurs, examining the relative importance of non-local knowledge in comparison with local involvement in entrepreneurship [5].

An experience of spatial mobility focused on entrepreneurship opportunities. Opportunity-based entrepreneurship is seen as a form of productive entrepreneurship in which entrepreneurial motives are driven by people's desire for achievement, the perception of market opportunities and the exploitation of innovative ideas. In contrast, driven entrepreneurship is driven by personal survival needs such as unattractive or unaffordable job opportunities. Necessity-driven entrepreneurship constitutes the bulk of entrepreneurial activity in emerging economies, as a result of which social security systems are underdeveloped in these countries. In general, opportunity-based entrepreneurial activity creates more jobs and income than necessity-based activity.

Research on innovation has already shown that heterogeneous sources of knowledge can generate new innovations. Recent studies in economic geography have begun to draw attention to the diversity of economic agents and, in particular, entrepreneurial agents. Until recently, spatial mobility was associated with entrepreneurial skills and innovation. Spatial mobility of migrants is defined in this article as a personal experience of living in more than one place. Triple et al, systematically present the importance of non-local knowledge in creating a new regional path in all types of regional innovation systems, although they implicitly emphasize more globally transferable knowledge [8]. Other studies, however, are based on inter-regional mobility within a country. Frederiksen et al. their studies focus on either local involvement or international migration of talent, empirically confirming the fact that internal movements within national borders increase the likelihood of entering entrepreneurship [6].

In terms of promoting opportunity-based entrepreneurship, there are two ways. First, the experience of living and working in more than one place gives migrants knowledge from different places. The concept of the dynamics of territorial knowledge is aimed at increasing mobility in modern social dynamics. In the knowledge dissemination paradigm, competencies are acquired and developed through the mobility of specialists. Consolidation of knowledge, namely the adaptation of knowledge from other places to a new local context, is a key means of accumulating knowledge for local communities. Migrants, as physical carriers of knowledge, open up new perspectives and exploit niche entrepreneurial opportunities when interacting with the conditions of new places of residence. Nevertheless, the processes of interaction and adaptation of migrants depend on local institutional conditions and norms.

Second, migrants have the advantage of having knowledge of the translocal network over non-mobile local residents. However, migrants may find it difficult to use entrepreneurial experience and networks in other regions and rural areas of residence. But nevertheless, migrant entrepreneurs can compensate for the loss of local social networks using the knowledge accumulated earlier. There is ample evidence in the literature to support the ability of migrant entrepreneurs to use their knowledge and experience in structural niches to create businesses. Compared to necessity-based business, opportunity-based entrepreneurship requires a wide geographic range of network resources to support high growth potential.

Non-local knowledge of migrants will positively influence the formation of entrepreneurship based on opportunities.

Migrant entrepreneurs and interaction with the territorial opportunity structure. Entrepreneurial processes rely heavily on institutionally constrained mapping processes between motivated entrepreneurial talent and potential entrepreneurial opportunity. There are many factors at the regional level that encourage or hinder the development of entrepreneurship. Regional stakeholders not only shape markets and create opportunities in general, but also create structures that can affect the availability of opportunities for different types of entrepreneurs.

It can be argued that migrants and non-migrants face different regional patterns of opportunity when setting up firms and enterprises, as they have different access to resources at different spatial scales and different degrees of local involvement. Dahl and Sorenson, in their study of the embedded entrepreneur, argue that being close to family and friends helps entrepreneurs gather resources and attract staff. In this respect, local residents are better able to navigate and gain access to potential human capital to support the start-up phase. Instead, migrants could turn to an external network and knowledge base to look for entrepreneurship opportunities and support. Consequently, migrants and non-migrants have a special set of entrepreneurial knowledge and resources that will influence their interaction with the regional business environment[8].

To begin with, the number of opportunities is defined as a key dimension of the regional structure that influences the formation of entrepreneurship based on opportunities. On the demand side, higher income levels for local residents can support the exploitation of fast-growing entrepreneurial opportunities. If we compare the quality of entrepreneurial activity in different low-income and high-income regions, we can conclude that entrepreneurs with motivated needs are more likely to be successful and productive in low-income regions. On the one hand, if people just want to start a business driven by necessity, they have no incentive to move to higher income regions. On the other hand, richer territories capable of developing and supporting the growth of new small businesses attract potential entrepreneurs to start an opportunity-based business. For people who are unwilling and unable to move, income levels in their communities should equally support a business based on both need and opportunity.

On a supply side, knowledge diffusion entrepreneurship theory, pioneered by the German economist Audretsch, viewed regional knowledge and the density of knowledge-producing organizations as a source of entrepreneurial activity [9].

In short, entrepreneurial opportunity stems from the incompletely commercialized knowledge invested by incumbent firms and organizations. However, the transfer of knowledge from incumbent firms and organizations to new firms is highly dependent on the absorptive capacity of entrepreneurs through which emerging entrepreneurs can recognize the potential value of existing knowledge and commercialize successfully. For both migrants and local residents, the sheer number of opportunities in the environment prompts them to enter a business based on opportunity rather than need. While local people may have some advantages in accessing and understanding local knowledge, migrants' access to external knowledge may perhaps compensate for it with new ideas to transform knowledge into marketable products or services.

The likelihood of migrants starting an opportunity-based business will be successful in high-income regions.

The likelihood of both migrants and local residents to start a business based on opportunities is positively related to the level of knowledge and innovative potential in the region.

The ability of regions to support high-performance entrepreneurship does not simply lie in the availability of entrepreneurial opportunities. Innovation is critical to the entrepreneurship ecosystem. The main argument of the regional entrepreneurial ecosystem is that entrepreneurial activity takes place in a community of interdependent individuals supported in a local social context. Since locals have a longer or continuous experience of building social networks in residential communities, their local embeddedness is likely to be

higher than that of migrants, which puts them in a privileged position to benefit from the entrepreneurial ecosystem.

Many studies of the regional entrepreneurial ecosystem identify a number of indicators to measure its functioning. Among them, the entrepreneurial culture stands out as one of the key driving forces. The agglomeration of small firms in the region increases the demand for professional services aimed at the initial stage of the firm's development, thereby reducing barriers to entry into the business. Thus, the firm's performance simultaneously reflects most of the ecosystem metrics, including competition and culture, as well as the entrepreneurial network and support infrastructure.

Another indicator that is not guaranteed by an environment dominated by SMEs is the presence of newly formed companies with talent with good business background. For start-up businesses, skilled labor (youth) is the main source of human capital to support start-up businesses. Consequently, starting a new business depends on the availability of a skilled labor force (youth) in the local labor market. The link between having talented young professionals and entrepreneurship strongly depends on whether young graduates' job preferences are more biased towards small organizations.

Next, we will analyze the relationship between opportunity entrepreneurship and the ecosystem of regional entrepreneurship, primarily related to the environment of the firm and the availability of talent, which was formulated on the basis of the differentiated interaction of migrants and local residents with the ecosystem.

The likelihood that locals start an opportunity-based business is positively related to the firm's environment in the region.

The likelihood of both migrants and local residents to start an opportunity-based business is positively associated with the presence of young talent in the region.

Some scholars have singled out opportunity-oriented entrepreneurs among those targeted at the local market and those who make some profit from non-local markets. Opportunity-based entrepreneurship is more outwardly oriented than necessity-based. Thus, the development perspective should be supplemented by external local ties to take into account a favorable business environment in an era characterized by high mobility of factors of production. Regions with broader market opportunities that go beyond local scale to accessible hinterland are able to generate more business opportunities and increase the likelihood of entrepreneurship. Another important external link in the global world is the inflow of foreign direct investment (FDI).

FDI is not only a key channel for the dissemination of knowledge, expanding the stock of entrepreneurial opportunities, but also contributes to the creation of a new company. In the context of economies in transition, foreign direct investment is a vital way of institutional learning and adaptation to market rules, which is critical in encouraging opportunity-oriented entrepreneurial efforts. Migrants take clear positions in understanding and assimilating knowledge due to the fact that they are familiar with non-local knowledge in life or at work. In addition, migrants will benefit from the presence of foreign investors in regional territories as factors contributing to improved institutional quality in transition economies, since they do not have local personal networks to navigate the highly uncertain market environment.

The likelihood that a migrant will start an opportunity-based business is directly related to the region's access to the domestic market.

The likelihood of a migrant starting an opportunity-based business is positively associated with regional inflows of foreign investment.

A key factor to consider in the assessment is migration history, which should include two variables to interpret the impact of spatial mobility on entrepreneurial motives. It should be noted that the study focuses on mobility and experience, not simply on the possession of a migration status. Therefore, the first variable is to identify the experience of spatial mobility, which allows one to assess the knowledge of the location and adapt to the new regional environment. It is also necessary to take into account the number of migrations within Kazakhstan to measure the degree of individual spatial mobility and the degree to which people have knowledge of certain territories.

These variables should also include factors at the individual level. First, the demographic characteristics of people are considered, including gender, age and educational level. More importantly, it is necessary to include embeddedness in local social networks, measured by the number of reliable connections, friends in the region, which can affect the creation of a business.

There are several variables used to reflect the regional business environment. All regional variables can be calculated as an average over the last 3 years since individuals became self-employed or employers. The first is GDP per capita, which is used to determine the level of income in a region that influences the development of entrepreneurial opportunities on the demand side. On the supply side, the regional stock of knowledge is powered on the basis of knowledge-disseminating entrepreneurship theory. Indicators reflecting the development of the regional entrepreneurial ecosystem, mainly related to a sustainable environment and labor supply for youth. The second indicator is measured by the number of students in higher education institutions. The third indicator is transport accessibility to measure the size of the potential of the internal market. Transport studies show that the volume of freight traffic reflects the size of the local market. In this way, the traffic volume can be used to represent the extent of the market and access to remote markets.

Discussion

As part of the study, a survey was conducted of internal migrants and local residents of the territories of Pavlodar region (migrants - 2723, local residents - 5825). Consider a descriptive analysis of the employment status and characteristics of entrepreneurs. A comparison was made of the employment status between migrant and non-migrant and found no difference between the two groups in terms of employment status. For both migrants and non-migrants, about a quarter of the population is currently or previously engaged in entrepreneurial activity.

However, further analysis of socio-demographic indicators shows that migrant entrepreneurs are more educated than non-migrant entrepreneurs.

The study examined the entrepreneurial motives of migrant and non-migrant entrepreneurs.

The figure shows the entrepreneurial motives of migrant and non-migrant entrepreneurs.

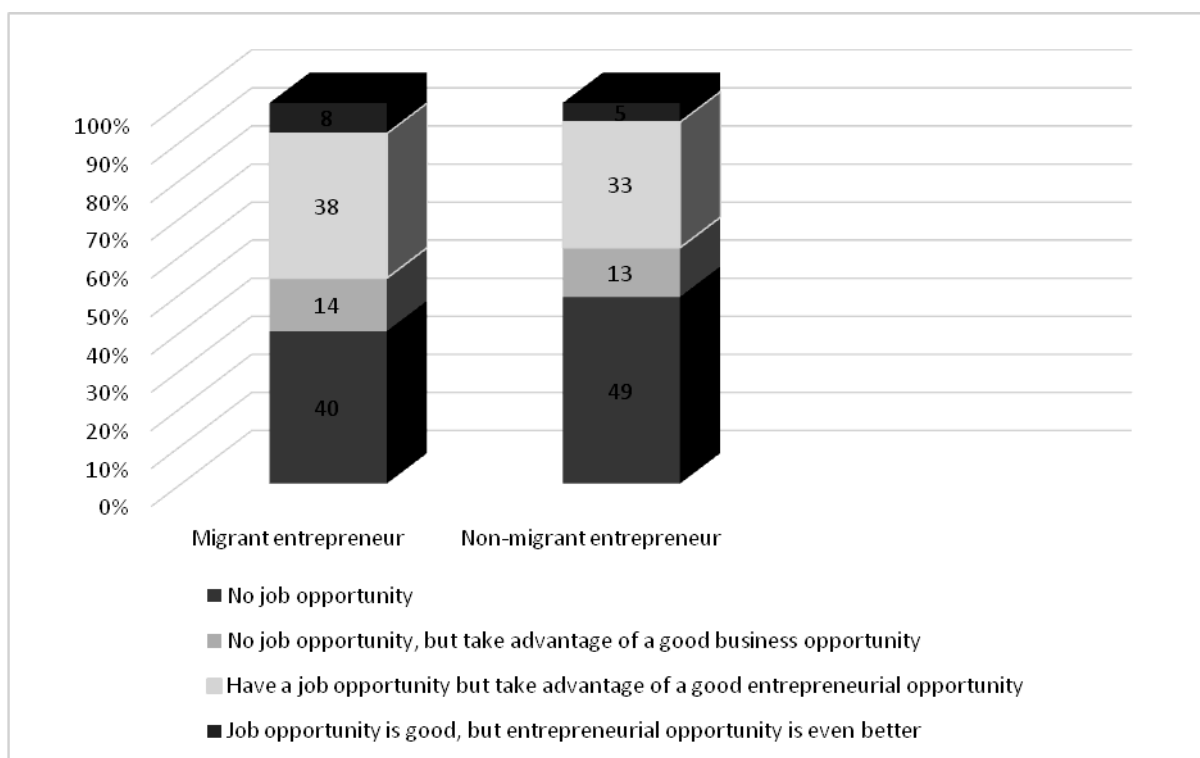


Figure 1 – Reasons to become an entrepreneur, comparison between migrant and non-migrant entrepreneurs, percentage

Interestingly, migrant entrepreneurs start their own business, which is more stimulated by the use of entrepreneurial opportunities. 46% of migrant entrepreneurs, compared with only 38% of non-migrant colleagues, become self-employed or employers despite decent job offers. It has become clear that the ability of migrants to have spatial mobility and multidimensional knowledge is an advantage for entrepreneurship. According to the data, 86% of migrant entrepreneurs have work experience in more than one locality before starting migration work together.

Conclusions

During the study, it was revealed:

1. Migrants are knowledge bearers and network builders, and their mobility experience provides the ability of territories and regions to implement knowledge-building processes.

2. Opportunity-based entrepreneurship can be successfully implemented among migrant entrepreneurs. The mobility experience outweighs the local personal network in terms of increasing the likelihood of starting an opportunity-driven business. As a result, migrant-oriented entrepreneurial policies must be recognized in a knowledge economy aimed at promoting productive entrepreneurship.

3. The potential economic value of regional knowledge is asymmetric among economic agents. This implies that economic agents may have a special perception and access to a specific set of regional entrepreneurial resources. Local entrepreneurs are more likely to be influenced by the endogenous nature of the firm's environment in a given area, while migrant entrepreneurs start businesses driven by both local income influences and external links to broader markets.

4. In addition to the emphasized endogenous nature of the ecosystem for entrepreneurship, regional connection with the external market is beneficial for attracting and starting a business by a migrant, introducing new knowledge and increasing the size of local startups. Consequently, a growing entrepreneurial ecosystem

dominated by SMEs encourages local residents to start an opportunity-driven business. Thus, territorial authorities should not only try to promote the tools of an effective entrepreneurial ecosystem, but also invest in strengthening external connectivity, which can potentially enhance the dynamism of the entrepreneurial ecosystem. Also, if territorial authorities want to make the most of investments in the creation of an entrepreneurial ecosystem, they should also make efforts to assimilate migrants and increase their involvement. Hence, policies for the development of the entrepreneurial ecosystem should be comprehensive to attract migrants with an untapped pool of local knowledge and networks.

5. In the future, it is possible to investigate how the regional environment affects migrants and non-migrants, as well as the list of stimulating factors in different territories.

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Еңбек ұтқырлығы арқылы кәсіпкерлікті дамыту мүмкіндіктері

Аймақтық кәсіпкерлік туралы әдебиеттер адам капиталының аймақаралық ағындарын елемеуге тырысады, алайда кеңістікті ұтқырлық дамып келе жатқан кәсіпкерлерге кәсіпкерлік мүмкіндіктерді пайдалану үшін әртүрлі жерлерде білім мен желілерге мүмкіндік береді.

Жүргізілген зерттеудің мақсаты ұтқырлық пен кәсіпкерлік арасындағы байланысты орнату болды.

Көпсалалы тәжірибе мен жергілікті емес білімі мигранттардым үмкіндіктерге негізделген кәсіпкерлік кедеге нұмтылыспен қамтамасыз етеді. Аймақтық орта мен кәсіпкерлік себеп арасындағы байланыс көрсетілген, ол кеңістіктік ұтқырлық тәжірибесі бар және жоқ адамдар мүмкіншіліктеріне негізделген. Мигранттар мен жергілікті тұрғындардың кәсіпкерлік себептерінің сипаттамалары мен қозғаушы күштерін салыстыратын жұмыс күшінің динамикасын зерттеу мәліметтеріне талдау жасалды. Сауалнама жүргізілді, онда жергілікті әріптестерімен салыстыру бойынша кәсіпкер-мигранттар арасында мүмкіндіктерге негізделген кәсіпкерлік қызметтің жоғары таралғанын көрсетеді. Ресми қазақстандық статистика мәліметтері ішкі көшіп-қонушылардың олар көшіп келген аймақтың экономикасы мен әлауқатының дамуына әсерін ескермейді.

Жүргізілген талдау мен сауалнама негізінде кеңістіктік ұтқырлық тәжірибесі мүмкіндіктерге негізделген бизнеске кіру ықтималдығын едәуір арттыратыны анықталды. Аймақтық орта мигранттардың емес, мигранттардың кәсіпкерлік себептеріне әртүрлі жолдармен әсер етеді. Жергілікті кәсіпкерлерге фирманың эндогендік сипаты көбірек әсер етеді, ал мигрант кәсіпкерлер жергілікті қажеттіліктерге де, нарықтық аймақтармен сыртқы байланысқа да негізделген бизнесті бастайды. Аймақтық орта мигранттар мен көшіп келмейтіндердің кәсіпкерлік мотивтеріне әсер етеді, бірақ кеңістіктегі ұтқырлық тәжірибесі мигранттардың мүмкіндіктеріне негізделген бизнесті бастау ықтималдығын едәуір арттырады.

Түйін сөздер: мигранттар, кеңістіктік ұтқырлық, кәсіпкерлік себептер, мүмкіндікке негізделген кәсіпкерлік, қажеттілікке негізделген кәсіпкерлік.

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Возможности развития предпринимательства через мобильность рабочей силы

Научная литература по региональному предпринимательству имеет тенденцию пренебрегать межрегиональными потоками человеческого капитала, и, тем не менее, пространственная мобильность предоставляет зарождающимся предпринимателям знания и сети в разных местах для использования предпринимательских возможностей.

Целью проведенного исследования являлось установление взаимосвязи между мобильностью и предпринимательством. В статье изучено, с помощью чего многопрофильный опыт и нелокальные знания обеспечивают мигрантов стремлением к предпринимательству, основанному на возможностях. Показана связь между региональной средой и предпринимательскими мотивами, основанными на возможностях, для людей с опытом пространственной мобильности и без него. Приведен анализ данных обследования динамики рабочей силы, сравниваются характеристики и движущие силы предпринимательских мотивов мигрантов и местных жителей. Проведен опрос, который свидетельствует о более высокой распространенности предпринимательской деятельности, основанной на возможностях среди предпринимателей-мигрантов в сравнении с их местными коллегами. Данные официальной казахстанской статистики не учитывают влияние внутренних мигрантов на развитие экономики и благосостояния того региона, в который они переехали.

На основе проведенного анализа и опроса установлено, что опыт пространственной мобильности значительно повышает вероятность вступления в бизнес, основанный на возможностях. Региональная среда оказывает влияние на предпринимательские мотивы мигрантов и немигрантов, но по-разному. Местные предприниматели в большей степени подвержены влиянию эндогенного характера фирмы, в то время как предприниматели-мигранты начинают бизнес, основанный как на местных потребностях, так и на внешней связи с более обширными рыночными зонами. Региональная среда оказывает влияние на предпринимательские мотивы мигрантов и немигрантов, но опыт пространственной мобильности значительно повышает вероятность организации бизнеса, основанного на возможностях у мигрантов.

Ключевые слова: мигранты, пространственная мобильность, предпринимательские мотивы, предпринимательство.

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