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## Formation of positive image of an entrepreneur in the Russian Federation

**The article presents an analysis of formation and development of the image of an entrepreneur in Russia. Currently, the positive image of an entrepreneur is considered as one of the factors for successful development of small and medium-sized enterprises. The goals of national project «Small and medium-sized entrepreneurship and support for individual entrepreneurial initiative» are aimed at intensifying the entrepreneurial potential of the society, stimulating creation and growth of a number of small and medium-sized enterprises, stabilizing and consolidating existing entrepreneurs on the market, creating the most favorable conditions for the development of small and medium-sized enterprises. This project is designed to involve general population in the entrepreneurial activities. The article analyses perception of an entrepreneur in the modern Russian society. The image of entrepreneur is considered through their perception by the society according to the following components: attractiveness of the entrepreneur's career, prestige of entrepreneurship, media attention to the success stories of entrepreneurs, inclusion in the entrepreneurial community through the environment. In general, the author notes a positive trend and a significant increase in public interest in this type of activity. However, the level achieved is not yet sufficient to achieve the goals set out in the national and regional projects. The author's directions of the information campaign to form a positive image of entrepreneur could form a stable «foundation» of the entrepreneurial potential of the Russian society. The proposed areas of work with various categories of the population will contribute to strengthening entrepreneurial activity, increasing the status of entrepreneur and, in general, forming a positive image of entrepreneur in the Russian Federation.**

**Keywords:** small and medium-sized entrepreneurship, popularization of entrepreneurship, national project, image of entrepreneur.

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