

## Conceptual approaches to the formation of conditions for favorable entrepreneurial climate of economic entities of the consumer market of the Khabarovsk territory

Svetlana N. Basova<sup>1</sup>, Tatyana V. Mazankova<sup>2</sup>, Tatyana A. Toropova<sup>3</sup>

<sup>1,2,3</sup> The Russian Presidential Academy of National Economy and Public Administration, the Far-Eastern institute of management – branch of RANEPА, Khabarovsk, Russia

<sup>1</sup> basova-sn@ranepa.ru

<sup>2</sup> mazankova-tv@ranepa.ru

<sup>3</sup> toropova-ta@ranepa.ru

**Abstract.** *Development and active support of entrepreneurship, including the regional entrepreneurship, is a priority task of the long-term socio-economic development of the Russian Federation. Due to the wide territorial (administrative) differentiation of the conditions in which business entities carry out their activities, the expediency of using different mechanisms of influence on business entities in different regions is obvious. In this article the entrepreneurial climate of the region is understood as the opportunities and conditions for doing business and achieving its goals that are common to all or most entrepreneurs operating in a particular territory. The authors analyze the entrepreneurial climate of the Khabarovsk territory because of the interaction of objective (geographical features of the region, the level of development of the territory, natural conditions and resources, population and settlement, structure, level of development of production, non-production, and «infrastructure» spheres) and subjective factors (purposeful activity of state and municipal authorities and management). The assessment of the business climate in the Khabarovsk territory is supplemented by the results of a survey of entrepreneurs, including those with experience in stopping entrepreneurial activity. Based on a comprehensive assessment, conceptual approaches to the formation of conditions for a favorable business climate of economic entities of the consumer market of the Khabarovsk territory are formulated.*

**Keywords:** *entrepreneurial climate, consumer market, the Khabarovsk territory, objective and subjective factors, entrepreneurship problems, measures to support entrepreneurship, information culture, information and communication interaction.*

**For citation:** Basova S. N., Mazankova T. V., Toropova T. A. Conceptual approaches to the formation of conditions for favorable entrepreneurial climate of economic entities of the consumer market of the Khabarovsk territory // Power and Administration in the East of Russia. 2022. No. 1 (98). Pp. 28–46. <https://doi.org/10.22394/1818-4049-2022-98-1-28-46>