

Theoretical and methodological approaches to identifying models of interaction between government and business in the context of digital transformation

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Abstract. The existing approaches to the interaction of business structures and government bodies have been investigated. The factors influencing the formation of the interaction process and the achievement of a balance between the interests of government and business have been determined. A matrix of interaction models is proposed based on the ratio of the strength of the state and the level of integration of business structures, as well as the degree of involvement of subjects in the interaction process. The corporatist model of interaction is defined as widespread in Russia, within the framework of which the factors that worsen the relationship between power and business structures in the Russian Federation have been identified as follows: lobbyism and corruption. It is shown that in modern Russian economic realities, the partnership model is more in line with the tasks of effective interaction between the state and business. The trends in the development of models of interaction between the state and business in Russia and the feasibility of transition to a network partnership model based on breakthrough development in a strategic perspective have been determined. The advantages of the transition to the specified model of interaction between the state and business are have been substantiated, which make it possible to achieve a breakthrough in the digitalization of the real sector and the active introduction of domestic innovative developments, the formation of a special innovative culture, which involves the activation and inclusion of an individual as a full-fledged participant in the innovation process and the growth of entrepreneurial activity of broad strata of the Russian population.

1 Introduction

An important indicator of the level of socio-economic development of the state is the mutually directed desire of the state and business to search for the most effective forms of interaction for solving acute social and environmental problems, achieving high living standards of the population and increasing its spiritual development, equal access of citizens to the benefits of civilization, carried out within the framework of models of social

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responsibility.

Researchers focus on various aspects of the interaction between government and business structures. Despite a fairly large number of theoretical and methodological studies in the field of content, construction and functioning of models of interaction between the state and business, the identification of models and tools for interaction between government and business structures, preferred for the Russian Federation and its individual regions, is a complex process. Among the many factors influencing this process, we consider it necessary to highlight the need to achieve a balance of interests of both parties when justifying the use of a particular interaction model [1].

In modern Russian economic realities, in our opinion, it is the partnership model that meets the objectives of such interaction to a greater extent. Within the framework of the partnership model, significant innovative projects are especially successfully implemented when using such a form of partnership between the state and business, such as, for example, public-private partnership (PPP).

2 Materials and methods

An empirical study of existing approaches to the interaction of business structures and public authorities made it possible to identify the models of such interaction that have formed over the period of development of relations between government and business.

A comparative analysis of the works of Russian and foreign researchers indicates the existence of a variety of approaches to the classification of models of interaction between business structures and government authorities, which use various criteria and grounds for identifying certain models.

3 Results and Discussion

The selection of a model of interaction between the state and business on the part of the representatives of the business community is determined by their interests [2,3]. At the moment, in the Russian Federation, it is big business, due to the high concentration of resources, that has great opportunities in representing its interests in relations with government structures and presents great opportunities for solving social problems of regional development [4]. In general, the degree of participation of the state and business in interaction, their readiness to build relationships based on partnership, in our opinion, can be illustrated graphically (Fig. 1).

This reflects the level of business integration in terms of the creation of large associations and groups, associations of special interest, accumulating and expressing the most common interests of their representatives, or the enlargement of individual business units to the level of monopolists or big business, whose capital impact cannot be ignored. The strength of the state's influence in this case implies the administrative, financial and legislative and regulatory resources that determine the degree of control and regulatory influence.

weak state	Suppression and coercion (instruments - confrontation)	Affiliate model based on social responsibility (instruments - collaboration)
	Non-intervention of power (instruments - ignoring)	The corporatist model (neocorporatism/patronage) instruments - collaboration
	low high	business integration level

Fig. 1. Matrix of interaction models based on the "Strength/weakness of the state and the level of integration of the business community" continuum

The analysis of information sources indicates the presence of numerous classifications of models of interaction between the authorities and business structures in the context of digitalization, taking into account a large number of factors and variables.

It is impossible to single out one model of interaction that characterizes the relationship between the state and business throughout the country, we can only talk about the predominance of one or another model [5].

As a result of the study of the points of view of famous scientists, it can be concluded that now a corporatist model (neocorporatist or patronage) of interaction between government and business has taken root in Russian practice. This model of relations between government and business made it possible to overcome the chaos that arises when trying to take into account the multidirectional interests of individual representatives of the business community in various Russian regions. The use of this model is accompanied by the maximum influence of representatives of big business (in Russia, these are mainly natural monopolies, producers of raw materials), as well as associations and unions. These are large representatives expressing the interests of mainly large and medium-sized businesses [6].

Lobbying and corruption continue to be factors that worsen the relationship between government and business structures in the Russian Federation, regardless of the established model of interaction between them. Therefore, the fight against lobbying and corruption is one of the ways to improve the interaction between the state and business. The effect of this factor is largely leveled out within the framework of the use of the partnership model of interaction [7].

Determining the trends in the development of models of interaction between the state and business, in the future, we distinguish two segments on the path towards an optimal model.

The first one has a medium-term planning horizon. This is a partnership model based on social responsibility, which involves joint determination of social policy priorities and those areas in which both the state and business are interested, can and is ready to take an active part [8]. In terms of digitalization development within the framework of this model, e-government services are being developed in Russia.

The second segment of the path towards an optimal model of interaction between the state and business can be presented in the framework of long-term strategic planning. It assumes, as a result, the formation of the most effective model in terms of meeting the interests of the business community and representatives of power structures. We consider the model of network partnership based on breakthrough development to be such a model of interaction between business and government authorities. This type of interaction is based on e-government technology, which implies a deeper digitalization of all branches of government, and not just the executive branch within the framework of e-government. This is due to the delegation of powers by the state to make the most important socio-economic decisions to the representatives of the civil society and business.

The transition to this model makes it possible to achieve a breakthrough in the digitalization of the real sector and the active implementation of domestic innovative developments. The goal for the implementation of interaction between the state and business is the formation of a special innovation culture, which, on the one hand, involves the activation and inclusion of an individual as a full-fledged participant in the innovation process on the part of the demand for innovation, the growth of entrepreneurial activity of broad strata of the Russian population, a critical mass of innovators, and on the other hand, the creation of a wide stratum of Russian entrepreneurs with an innovative focus, ensuring the breakthrough development of the Russian Federation in a strategic perspective.

The very logic of the existence of a networked society determines the direct access of

all elements of the network to each other and, accordingly, a fundamentally different non-hierarchical management model. Some experts have introduced the term “digital government” into scientific circulation, or, to be more precise, “electronic government”, which implies a new model of management in an information-network society. “Electronic government” can be understood as a way of carrying out information activities in various spheres and aspects of public administration based on information and communication technologies, as well as a new type of state based on the priority use of digital technologies [8].

The creation of an information and communication system of interaction and dialogue is designed to strengthen the role and participation of citizens in public administration and decision-making through digital technologies, which allows us to speak about the development of electronic democracy within the framework of e-government. In fact, this is the most advanced stage, and it must be stated that most often states limit themselves to informing and consulting: providing citizens and businesses with electronic services and introducing the principle of a single window. In this sense, the key role of e-government is reduced to the service function of providing the services, which allows a number of researchers to talk about the phenomenon of a “service state” [9].

The transition to a network partnership model based on breakthrough development will be associated with those global changes that are rapidly growing and are associated with globalization, digitalization, intellectualization of the environment of interaction between the state and business, a trend towards resource conservation and the development of a "green economy", innovative growth. In our opinion, this will lead to a transition from flat to volumetric models, which presuppose the introduction of additional vectors, such as, for example, the readiness of the state to delegate, and business to accept the powers for the balanced development of the economy and society. And also to revise the meaningful characteristics of individual vectors. As indicators of the strength of the state, we propose to use the level of digitalization of the public services sector, the willingness to provide information services to businesses in the format of a “single window”, initiatives in the development of state target programs and national projects aimed at supporting business (primarily innovation-oriented) and stimulation of entrepreneurial activity of the population. As a result, the matrix of models of interaction between the state and business will take the following form (Fig. 2).

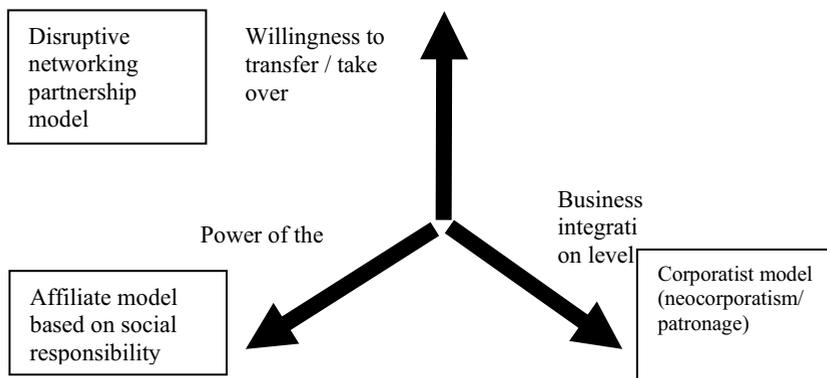


Fig.2. Matrix of interaction models according to the degree of government/business involvement in the delegation/acceptance of powers for the balanced development of the economy and society.

It is problematic to draw a conclusion about the priority of using certain instruments of interaction between the state and business. It is more correct to say that within the framework of certain types of interaction between the authorities and business, the most appropriate tools for such interaction can be identified.

Moiseev V.V., Nitsevich V.V., Nitsevich V.F., Shurtukhina E.A. identify the spheres (areas) of interaction between government and business, each is characterized by the use of specific tools for such interaction [10].

We believe that public and municipal-private partnerships are the predominant instrument for interaction between government and business in the near future.

4 Conclusions

The results of the scientific generalization and empirical research of the practical experience of interaction between government and business allow us to conclude that a theoretical and methodological substantiation of its basic models has been developed.

There are numerous classifications of models of interaction between government and business structures in the context of digitalization, taking into account a large number of factors and variables.

To identify the models of interaction between the state and business, it is advisable to use a matrix of interaction models based on the "Strength/weakness of the state and the level of integration of the business community" continuum.

For the development of ideas about the interaction between the state and business, the expediency of switching from flat to volumetric models has been shown, which involves the introduction of additional vectors, such as the readiness of the state to delegate, and business to take powers for the balanced development of the economy and society.

In real practice, it is necessary to talk about a combination of several types of models, and not about the prevalence of one or another model of interaction between business and government in a particular region and country.

The factors that worsen the relationship between the government and business structures in the Russian Federation have been revealed, first of all, these are lobbying and corruption, regardless of the formed model of interaction between them.

In Russia, a corporatist model of interaction between government and business has developed and is currently dominant.

On the way towards an optimal model of interaction between the state and business, it is advisable to single out two segments:

- in the medium term, it is a partnership model based on social responsibility.
- in the long term - a model of network partnership based on breakthrough development, which makes it possible to achieve a breakthrough in the digitalization of the real sector and the active introduction of domestic innovative developments.

In general, despite the presence of positive shifts in the process of transition from the dominant and competitive models of interaction between the state authorities of the Russian Federation and business entities to the model of mutually beneficial cooperation, this process cannot be called as complete one.

The main driving factor in achieving partnership between government and business is the establishment of an effective public dialogue between the parties.

Despite the presence of positive shifts in the process of transition from the dominant and competitive models of interaction between the state authorities of the Russian Federation and business entities to the model of mutually beneficial cooperation, this process cannot be called as complete one. The main driving factor in achieving social partnership between government and business is the establishment of an open and free dialogue between the parties on an ongoing basis, as a result of which the interests of the subjects of interaction are harmonized.

Acknowledgements

The study has been carried out with the financial support of the RFBR within the framework of the RFBR research project "Development of the concept of forming the effective models of interaction between the authorities and business structures at the regional level within the framework of digital integration of the Republic of Belarus and the Russian Federation", project No. 20-510-00025

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