



ASEAN Journal of Economic and Economic Education



Journal homepage: <https://ejournal.bumipublikasinusantara.id/index.php/ajeee>

Assessment Methodology Role of Family Entrepreneurship in The Sphere of Services

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ABSTRACTS

The article examines the issues of increasing the role of the family business in the field of services. It develops a ranking of regions based on statistical indicators that reflect the development of the family business. According to the results of the rating, the development of family businesses in the service sector in the regions is classified. Scientific and practical recommendations on increasing the role of the family business in the socio-economic development of the regions of Uzbekistan are proposed.

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ARTICLE INFO

Article History:

Submitted/Received 17 Mar 2022

First revised 06 Apr 2022

Accepted 18 Apr 2022

First available online 28 Apr 2022

Publication date 01 Sep 2022

Keyword:

*A sphere of service,
Category of regions,
Development of regions,
Family business,
Index of development of family
business,
Level of development of family
business,
Rating of regions.*

1. INTRODUCTION

It is also important to take into account the impact of a family business in assessing the socio-economic development of the regions. Assessing the development of family business is an important tool for the socio-economic development of the regions and plays a special role in ensuring social stability. In this regard, the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 set the task of comprehensive and balanced socio-economic development of regions, districts, and cities. The Resolution of the President of the Republic of Uzbekistan dated May 1, 2020, No PP-4702 "On the introduction of a rating system of socio-economic development of the regions" aimed at ensuring the implementation of the tasks set out in this concept. The document states that there is no comprehensive assessment mechanism that allows in-depth analysis of the current state of socio-economic development of the regions. Therefore, the goal is to develop a methodology for a comprehensive assessment of the role of a family business in the socio-economic development of the regions. To achieve this goal, you must:

- (i) To analyze the existing methods for assessing the role of family entrepreneurship;
- (ii) To develop a methodology for assessing the role of family entrepreneurship at the regional level;
- (iii) To test the developed assessment methodology.

Fundamental issues of family business development have been studied by many foreign scholars. Among them are R. C. Anderson ([Anderson & Reeb, 2003](#)), D. M. Reeb, G. A. Tarnowski, D. Prajogo, A. Sohal, T. Beehr, J. A. Drexler, S. Faulkner, C. M. Daily ([Daily & Dollinger, 1992](#)), M. J. Dollinger and other scholars on the nature of family entrepreneurship and its differences from non-family businesses, Gallo ([Gallo, 1995](#); [Gallo & Sveen, 1991](#)), Miguel Angel, and Jannicke Sveen discuss the role of a family business in economic and industrial development, as well as internationalization issues, CA Romano, G.A. Scholars such as Tarnowski, K.H. Smyrniotis, Blanco-Mazagatos V ([Blanco et al., 2007](#)), de Quevedo-Puente E, L.A. Castrillo, have studied the capital structure of a family business, its financial resources, and the factors that affect business costs and financial decisions ([Vallejo, 2008](#); [Romano et al., 2001](#)), L.M. Kelly and Kets de Vries ([Kelly et al., 2000](#); [De Vries, 1993](#)), issues of strategic planning in the family business, M. Duh ([Duh et al., 2010](#)), J. Belak, B. Milfelner, W. G. Jr. Dyer, M. C. Vallejo ([Zhou et al., 2017](#)) characteristics of cultural and ethnic values in the family business, Russian scientists such as A.A. Zhuk, K.M. Potiy, A. Volkov, S. O. Kalendjyan, E.V. Korchagina, V.A. Korolev, and A. Chernitsky ([Zhuk & Potiy, 2017](#); [Korolev, 2007](#)), studied the socio-economic nature, types, classification, and theoretical conceptual basis of the family business and the problems of its development. However, these studies have not explored the role of the family business in regional development or service sector development.

Several problems and factors of the socio-economic development of the regions have been studied. These studied problems can be divided into groups in the following areas:

- (i) Assessment of opportunities for self-development of regions, as well as issues of ensuring integrated sustainable socio-economic development ([Dyer, 2003](#); [Khidirova, 2018](#));
- (ii) Problems of innovative development of regions ([Kitula, 2006](#); [Palvia et al., 2018](#));
- (iii) Assessment of the role of small businesses in the development of regions and their development based on an integrated index, as well as rating indicators, etc ([Zhuk & Potiny, 2017](#); [Ignatova & Ignatova, 2017](#); [Kulik et al., 2019](#); [Liang et al., 2016](#); [Lovkova & Abramova, 2019](#); [Morozova et al., 2012](#); [Popova, 2016](#); [Romano et al., 2001](#)).

It is clear from these studies that there is no single approach to regional development. Research in this area is aimed at addressing various aspects of regional development.

However, these approaches do not take into account the role of the family business. Therefore, the issues of integrated use of the above research results in practice remain unclear.

This article develops a methodological approach to assessing the role of the family business in the development of the service sector. Because the prospects of the Uzbek economy in many respects depend on the development of the family business. In this regard, this study is a special method of research in the field of services and plays an important role in the development of effective measures for the development of family businesses in this area.

2. METHODS

In this study, a mixture of quantitative and qualitative methods was used. This methodology provided the right methodological direction in data collection and analysis, as well as in identifying ways to solve problems. Therefore, a methodological map classification for determining the role of family entrepreneurship in the service sector was developed (Table 1).

Table 1. Classification of the methodological map for determining the role of the family business in the service sector.

Quantitative Method Classification of Research	Classification of The Qualitative Method of Research
Theories and hypotheses about increasing the role of the family business in the service sector were examined	Theories and hypotheses are formed based on the study of ideas for increasing the role of a family business in the service sector
Mathematical and statistical analysis of the factors influencing the role of a family business in the service sector was analyzed	Generalized, categorized, and interpreted the factors influencing the role of a family business in the service sector through analysis
Trends in the development of family businesses in the service sector are described based on figures, graphs, and tables	Some aspects of the role of a family business in the service sector are described in the text
The role of a family business in the service sector was assessed based on a survey of a large number of respondents	Problems of increasing the role of a family business in the service sector were assessed based on expert opinion
The role of a family business in the service sector was studied based on data from the Samarkand regional department of statistics	The role of a family business in the service sector was studied through interviews with entrepreneurs
The role of a family business in the service sector was assessed based on testing, measurement, and objectivity	The role of a family business in the service sector was assessed based on understanding, context, complexity, and subjectivity

The data of the State Statistics Committee of the Republic of Uzbekistan were used in this study. Based on the collected statistics, a system of indicators to assess the role and impact of the family business in the national economy and their calculation formulas were developed (Table 2). This methodology allowed us to assess the importance of family businesses to the economy of Uzbekistan.

The rating of the regions was assessed on a 100-point scale. At the same time, the highest score on the 1st criterion - was 34 points, and the highest score on the 2nd criterion - was 33, 3 points - the highest score on the criterion - was 33 points. The rest were rated accordingly to the highest score on the index. On this basis, the rating of the regions was conditionally classified as high (86-100 points) - "green", medium (71-85 points) - "yellow", and low (55-70

points) - "red". A high score on Criterion 3 plays a decisive role when the total score of the regions is the same. **Table 5, 6, and 7** data were used.

This rating was based on the calculation of the integral index "Development of family entrepreneurship in the service sector", which is a set of various indicators that record the actual state of certain aspects of the development of the region. Sources of information for compiling the rating: State Committee on Statistics, Central Bank and the Ministry of Economic Development and Poverty Reduction of the Republic of Uzbekistan, websites of regional authorities, and other open sources. When compiling the rating, the set of indicators used was optimized and the method for calculating the integral index was improved.

Table 2. Indicators for assessing the role of a family business in the service sector.

Indicators	Calculation formula
Number of FB in the field of services operating in the region (units)	-
Number of FB in the field of services per 100 families in the region, (units)	$\frac{FB \text{ in the field of services}}{Number \text{ of families}} \times 100$
The share of FB in the field of services in the number of Family Businesses operating in the region, (%)	$\frac{FB \text{ in the field of services}}{Total \text{ number of FB in the region}} \times 100$

3. RESULTS AND DISCUSSION

There are differences in the development of family businesses in the field of services in the Samarkand region. By region, the highest rating score in the index "The role of a family business in the development of services" was recorded in Samarkand (100), Payarik (91), Samarkand (90), Jambay (89), Taylak (89) and Pstdargom districts. Ishtikhan (85), Narpay (83), Kattakurgan (82), Koshrobat (81), Aqdarya (79), Bulungur (78), Urgut (77) districts and Kattakurgan city (73) corresponded to the average rating. The lowest rating scores were recorded in Pakhtachi (69) and Nurabad (67) districts (**Table 3**).

It was found that their demographic indicators do not have a strong impact on the ranking of regions that rank high on this index. Accordingly, the population of the Jambay district (170 thousand) took 4th place with 89 points, although lower than the regional average (240 thousand). A reverse trend was also observed on the same indicator. At the same time, the Urgut district ranks 2nd in the region in terms of population (501 thousand) but ranks 13th in this ranking with 77 points (**Table 3**).

However, the city of Samarkand is an exception. Because the city of Samarkand is the administrative center of the region and one of the largest cities in the country in terms of population and territory. Based on this, it can be said that the population of the regions is not an important factor in the development of family businesses in the service sector. The scores of this index on the criterion "the number of family businesses per 100 families" played a decisive role in determining the ranking of regions. The scores obtained on this criterion are consistent with their ranking results (**Table 3**).

The considered 16 subjects of the Samarkand region are proposed to classify them according to the level of development of family business in the service sector. At the same time, based on the rating score of the regions (**Table 4**), they were classified into high (1-6 places) - "green", medium (7-14 places) - "yellow" and low (15-16 places) - "red" categories (**Table 4**).

Table 3. Results of the rating of the Samarkand region on the index “The role of a family business in the development of the services sector” (as of January 1, 2020).

No	Regions	Population	Number of Families	Number of Operating Family Businesses		The Share of Family Businesses in The Services Sector		Number Of Family Businesses Per 100 Families		Region Rating	
		thousand	unity	unity	ball	%	ball	unity	ball	Σ ball	place
1	Samarkand city	543	108600	1658	34	70.5	33	1.5	33	100	1
2	Kattakurgan city	89	17800	91	22	46.1	22	0.5	29	73	14
3	Oqdaryo	157	31400	213	25	53.0	24	0.7	30	79	11
4	Bulungur	185	37000	201	23	55.0	26	0.5	29	78	12
5	Jomboy	170	34000	318	27	66.0	31	0.9	31	89	4
6	Ishtikhon	251	50200	465	30	53.0	24	0.9	31	85	7
7	Kattakurgan	270	54000	267	26	58.0	27	0.5	29	82	9
8	Kushrabat	130	26000	52	21	69.0	32	0.2	28	81	10
9	Narpay	211	42200	207	24	62.0	30	0.5	29	83	8
10	Payariq	247	49400	533	31	59.0	28	1.0	32	91	2
11	Pastdargam	350	70000	751	33	49.0	23	1.0	32	88	6
12	Paxtachi	143	28600	46	20	46.0	21	0.2	28	69	15
13	Samarkand	249	49800	732	32	54.0	25	1.5	33	90	3
14	Nurabad	149	29800	45	19	44.0	20	0.2	28	67	16
15	Urgut	501	100200	456	29	38.0	19	0.5	29	77	13
16	Tayloq	198	39600	412	28	60.0	29	1.0	32	89	5

The family business is the oldest and most widespread business institution in the world. At present, special attention is paid to the study of its scientific basis. Therefore, family business plays an important role in the economies of many developed countries around the world. According to the Institute for Family Business (IFB), 87.6% of all businesses in the UK, half of those employed in the private sector (14.2 million), 31% of GDP, 75% of all businesses in Spain, and 65% of GDP in the US 90% of all types of enterprises and 60% of GDP, 18% of total exports in Italy are accounted for by family businesses ([Chikatueva et al., 2011](#)). Also, according to a survey conducted by PricewaterhouseCoopers (2018), 26% of family businesses worldwide are diversified in several sectors of the economy and markets in different countries ([Chikatueva et al., 2011](#)).

As of January 1, 2020, the number of family businesses operating in the economy of Uzbekistan amounted to 24,137, their share in the total number of operating commercial enterprises was 8.0%, their net income from sales of goods and services amounted to 679,320.3 million sums, their share in family income 55.2%, the number of jobs created due to them is 358.56 thousand. The level of development of family business in the economy of the Republic of Uzbekistan is insufficient. Therefore, the tasks of developing the necessary measures for the further development of the family business have been identified. This justifies the need to study family business in all its aspects and to study foreign experience in this area.

Table 4. Classification of regions by the level of development of family business in the service sector in 2019.

Regions	Category	Classification
Samarkand city, Payarik, Samarkand, Jambay, Taylak and Pastdargom districts	“Green” Regions (High level)	The service sector in these regions is a driver of socio-economic development. The role of the family business in the development of this industry is quite high, more than 50% of Family Businesses belong to the service sector. Also, the regions that make a worthy contribution to the socio-economic development of the Samarkand region, in particular, the formation of the GRP, the high level of services, as well as the creation of new enterprises and jobs in this area.
Ishtikhon, Narpay, Kattakurgan, Koshrabat, Aqdarya, Bulungur, Urgut districts and Kattakurgan city	“Yellow” Regions (Intermediate level)	The role of the family business in the development of the services sector in these regions is insufficient. In these areas, there are almost no Family Businesses in the areas of services such as information and communication, as well as health and social services. The announcement of 2020 in our country as the “Year of Science, Enlightenment, and Development of the Digital Economy” also implies the development of direct information and communication services. Therefore, in determining additional measures for the development of the service sector in the regions belonging to this category, it is expedient to give priority to lending to projects in the field of services under the program “Every family is an entrepreneur.” It is also proposed to develop a well-planned “road map” for the transition from the “yellow” category to the “green” category.
Pakhtachi and Nurabad districts	“Red” Regions (Low level)	Territories in this category are classified by underdeveloped market infrastructure and high demand for financial resources. It is necessary to develop targeted regional programs for the gradual transfer of these areas from the “red” category to the “yellow” category, from the “yellow” category to the “green” category. At the same time, special attention should be paid to the active attraction of investments, the creation of small business areas, and the attraction of additional financial resources to support businesses.

Table 5. Number of family enterprises by economic sectors in the Samarkand region (as of January 1, 2020).

Sectors	Registered family businesses	of which				Established	Liquidated
		Operating family businesses	Inactive				
			No	Those who are registered share, %	Inactive share of, %		
Agriculture, forestry and fisheries	555	522	33	94.1	5.9	206	9
Industry	1863	1748	115	93.8	6.2	525	37
Construction	47	47	-	100.0	-	6	-

Table 5 (continue). Number of family enterprises by economic sectors in the Samarkand region (as of January 1, 2020).

Sectors	Registered family businesses	of which				Established	Liquidated
		Operating family businesses	Inactive				
			No	Those who are registered share, %	Inactive share of, %		
Trade	2186	2108	78	96.4	3.6	1054	14
Transportation and storage	43	39	4	90.7	9.3	8	-
catering services	1598	1518	80	95.0	5.0	376	23
Information and communication	67	64	3	95.5	4.5	21	-
Health and social services	23	23	-	100.0	-	11	-
Other areas	398	378	20	95.0	5.0	80	5
Total in the region:	6780	6447	333	95.1	4.9	2287	88

Table 6. The volume of a family business (FB) in the service sector in the Samarkand region (as of January 1, 2020).

	Regions	Trade	Transportation and Storage	Catering Services	Information and Communication	Health and Social Services	The Number of FBS In the Services Sector	Total Number of FB in The Region		
							Unit	%	Unit	%
1	Samarkand city	486	16	638	23	6	1169	70.5	1658	100
2	Kattakurgan city	26	1	13	2	-	42	46.1	91	100
3	Oqdaryo	62	-	50	1	-	113	53.0	213	100
4	Bulungur	62	-	46	1	2	111	55.0	201	100
5	Jomboy	126	1	77	3	3	210	66.0	318	100
6	Ishtikhon	139	3	92	10	2	246	53.0	465	100
7	Kattakurgan	107	-	47	2	-	156	58.0	267	100
8	Kushrabat	14	1	20	1	-	36	69.0	52	100
9	Narpay	102	1	23	1	1	128	62.0	207	100
10	Payariq	192	4	116	4	-	316	59.0	533	100
11	Pastdargam	251	8	109	1	1	370	49.0	751	100
12	Paxtachi	18	-	2	-	1	21	46.0	46	100
13	Samarkand	249	-	141	4	2	396	54.0	732	100
14	Nurabad	14	-	5	-	1	20	44.0	45	100
15	Urgut	109	-	57	6	-	172	38.0	456	100
16	Tayloq	151	4	82	5	4	246	60.0	412	100

The analysis of the development of family businesses in 16 regions of Samarkand showed that the share of operating family businesses in the regions is unevenly distributed. In particular, as of January 1, 2020, the number of registered family businesses in the Samarkand region amounted to 6780, of which 1658 in Samarkand city, 788 in Samarkand district, 786 in Pastdargom district, and 566 in Payarik district, Ishtikhon district - 496 and at least Pakhtachi district - 46, Nurabad district - 51 and Koshrabat district - 53. The highest rate of the share of family businesses not operating in the regions was in Nurabad district - 11.8%, Bulungur district - 7.4%, and Taylak district - 7.2%. During the analyzed period, the largest number of new family enterprises was in Samarkand - 486, and the least - in Nurabad district - 9, the largest number of liquidated family enterprises - in Ishtikhon district - 16, the least - in Jambay and Pakhtachi districts - 1 (**Table 7**).

Table 7. Number of family enterprises in Samarkand region by regions (as of January 1, 2020).

Regions	Registered Number of Family Businesses	Activity status of Family Businesses		Share of inactive family businesses in registered family businesses, %	Number of newly opened Family Businesses	Number of Family Businesses Completed
		Active	Inactive			
Samarkand region	6780	6447	333	4,9	2287	88
Samarkand city	1658	1658	56	3,3	486	15
Kattakurgan city	91	91	5	5,2	48	4
Districts:						
Oqdaryo	225	213	12	5,3	91	5
Bulungur	217	201	16	7,4	79	12
Jomboy	325	318	7	2,2	135	1
Ishtikhon	496	465	31	6,3	89	16
Kattakurgan	282	267	15	5,3	149	2
Kushrabat	53	52	1	1,9	16	-
Narpay	213	207	6	2,8	101	6
Payarik	566	533	33	5,8	178	7
Pastdargam	786	751	35	4,5	248	5
Paxtachi	46	46	0	-	22	1
Samarkand	788	732	56	7,1	317	2
Nurabad	51	45	6	11,8	9	2
Urgut	478	456	22	4,6	185	5
Tayloq	444	412	32	7,2	134	5

The share of 6780 family enterprises in the Samarkand region by sectors of the economy is as follows: in agriculture, forestry, and fisheries - 8.1% (555), industry - 27.5% (1863), construction - 0.7% (47), services (trade, transportation and storage, accommodation and food services, information and communication, health and social services) - 58% (3917) and in other areas - 5.9% (398). During this period, 94.9% of family businesses in the region, while 5.1% ceased operations for various reasons. If we look at it by industry, in agriculture, forestry, and fisheries (95.1% of active, 5.9% inactive), industry (93.8% active, 6.2% inactive), construction (100% of active, non-operating - no), in all areas of activity in the service sector

(95.5% of active, 4.5% of inactive) and other areas (95.0% of active, 5.0% of inactive). The number of established (2287) and liquidated (88) family enterprises in the region during the analyzed period in agriculture, forestry and fisheries (established - 206, liquidated - 9), industry (established - 525, liquidated - 37), construction (established - 6, liquidated - no), in all areas of activity in the field of services (established - 1470, liquidated - 42) and in other areas (established - 80, liquidated - 5) (**Table 7**).

4. DISCUSSION

The current procedure for assessing the rating of regions is based on the criteria developed based on the Resolution of the President of the Republic of Uzbekistan dated May 1, 2020 No PP-4702 "On the introduction of a rating system of socio-economic development of regions". Accordingly, the development of the service sector in the regions was assessed on the indicators of "volume of services provided to the population" and "volume of services per capita." Based on this methodology, the results of the rating of the development of the service sector in the regions of Samarkand region confirmed the results of our study. However, our study aimed to determine the role of family entrepreneurship in the development of the service sector in the regions. To do this, we determined the share of the family business in all types of activities in the service sector. The analysis showed that the share of family businesses in trade and the provision of accommodation and food services is much higher than in other activities. Therefore, it was concluded that family businesses providing trade, accommodation, and catering services could be a growth point in the development of the service sector. Also, a classification of regions according to the index "The role of the family business in the development of the service sector" was developed and recommendations were made on this basis.

There are different methodological approaches to assessing the socio-economic development of the regions (Romano *et al.*, 2001; Popova, 2016; Khidirova, 2018; Zhuk & Potiny, 2017; Ignatova & Ignatova, 2017; Dyer, 2003; Beehr *et al.*, 1997; Kitula, 2006). The results of such assessments also confirm the existence of uneven trends in the development of regions. The reasons for this are based on the favorable geographical location of the regions, natural resources, and climatic conditions, the level of development of infrastructure facilities, and other factors. Our methodological approach assessed the role of family entrepreneurship in regional development. The results of the assessment showed that family business also has an impact on the development of the regions. This proved the hypothesis of our study. In this regard, this approach was considered a new methodological direction in the assessment of regional development. Different methodological approaches to the socio-economic development of the regions, using different systems of indicators, assessed one or another sector of the regional economy. Therefore, it was not possible to compare the research results with other studies.

The data collected for the study were not sufficient to assess the role of the family business in the development of manufacturing, construction, and agriculture. Therefore, further research has identified the task of researching to assess the place and role of the family business in these areas.

5. CONCLUSION

Analysis based on an assessment of the role of the family business in the service sector has shown that economic policy and business conditions have had a strong impact on the development of the regions. This is evidenced by how reforms aimed at improving the

business environment in the regions are being implemented. The ranking of the level of development of family business, calculated based on the integral index, allows for determining the location of the regions. And on this basis, imbalances in the development of family businesses in the regions are identified and recommendations for development are given. The methodology developed for assessing the development of the regions was submitted to the Samarkand Regional Department of Economic Development and Poverty Reduction based on indicators reflecting the role of the family business in assessing the socio-economic development of the regions. It should be noted that, despite numerous scientific studies, it is advisable to expand and develop the theory of regional development in the following areas:

- (i) Important socio-economic indicators of socio-economic development of the regions require an additional developmental classification system;
- (ii) Based on the results of the study, it was concluded that there are still conflicting views in determining the socio-economic nature of regional development;
- (iii) The study did not take into account the role and place of the family business in regional development. Therefore, there were difficulties in combining or generalizing the results of research on the development of regions based on synergetic principles.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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