

RESEARCHING THE BUSINESS INCUBATORS EFFECTIVENESS

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The business incubators functioning in the market environment creates an effective platform for the convergence of innovation processes and strengthening the competitiveness of small and medium-sized businesses. Thanks to the incubation mechanism implementation in the business area, the development of start-up companies is accelerated through the exchange of technologies, the activation of innovation processes, the application of effective assets to entrepreneurship support, and the adaptation of newly created enterprises to modern business realities. On the other hand, the development and functioning of business incubators in the modern economic conditions requires ongoing monitoring of the effectiveness of their activities with the possibility of key functions timely adjustment. However, there is a certain information vacuum in the scientific literature regarding the determination of the direct impact of business incubation on the entrepreneurial success among small business enterprises. This fact requires further researches with development of useful mechanism of efficiency control processes and improvement of their functioning mechanism.

The business incubators impact components on the entrepreneurial success in small businesses include:

1) organizational components: incubator entry barriers; providing premises; access to information resources; availability of communication and Internet.

2) technical and economic components: access to consulting, accounting, legal and other types of services by the incubator; business plan creation for an entrepreneurial project; monitoring of the enterprise activity by the incubator with ongoing correction of errors; access to technical consultations of incubator specialists; trainings, business consultations, etc.

3) social components: helping in adaptation of the entrepreneur to the changing competitive environment; moral and psychological support of the entrepreneur; identifying the entrepreneur's weaknesses, developing entrepreneurial skills and focusing on strengths; creation of favorable conditions and atmosphere of the incubator for the organization of the enterprise business activities.

4) financial components: sources of business incubator financing; availability of state support for the incubator; the level of the incubator cooperation with investors and financial institutions; financing the small business enterprises by an incubator.

5) other components: incubator interaction with the business and scientific community, leading industry specialists; market knowledge by an incubator, access to the modern technologies; qualification the level of incubator employees; small businesses business activity stimulating and so on.

On the basis of the formed components, it becomes possible to further evaluate the effectiveness of the business incubator by composing key questions for each block with possible answer options (or a rating scale from 1 to 10 points) for the purpose of interviewing small business enterprises that used the services of business incubators.