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Methodology For Assessing The Sustainable Development Of Business Structures.

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ABSTRACT

The crisis condition always implies a way out of it on a new qualitative basis of economic growth. In this regard, most researchers of macro - and microeconomic processes of economic development at the present stage believe that the main task of modern Russia is to find a new quality of economic growth, to shape the development processes of the national economy, which, on the one hand, will rely on human capital, and on the other the parties to the knowledge economy and scientific and technological progress. The processes of innovative development and modernization of the economy are an integral part of ensuring the stability of the formation and development of a qualitatively new economy. In developing and substantiating a comprehensive system approach to the formation of models of a new quality of economic growth from the standpoint of sustainable development of small and medium-sized businesses, the author used works devoted to the study of the concept and analysis of sustainability, assessment of the sustainable economic development of society and business entities.

Keywords: small business, sustainability, integrated assessment, valuation indicators

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INTRODUCTION

In conditions of overcoming the global crisis, dynamic growth in the modern world is possible only on the basis of the development of a qualitatively new economy with its emergence into a new technological order. We came to the conclusion that only this economy can develop on the basis of new, innovative technologies and scientific and technical progress.

The main reasons for the slowdown in the global crisis are not external, but internal, new development factors such as high quality of professional equipment and a flexible labor market, a favorable investment climate and modern technologies should be involved.

The problem of measuring and assessing sustainable development is extremely important and relevant for all spheres of activity, including for entrepreneurship. Despite the fact that considerable methodological and practical experience has been accumulated to date, a generally accepted theoretical and methodological approach to the analysis and assessment of sustainable development has not yet been formed, taking into account the modern paradigm of business development.

It should be borne in mind that in terms of content, sustainability is a multidimensional, interdisciplinary category that originated, first of all, in the bowels of the natural sciences. From the point of view of economic theory and practice, the introduction of the term "economic" and "economic sustainability" into terminological terms makes it possible to obtain a comprehensive integrated assessment of the development of economic phenomena and the processes of economic activity of organizations.

In the opinion of Safin F.M. and Egorushkina P.A. economic stability, as a scientific category, expresses the state of complex, contradictory, diverse dynamic processes of entrepreneurial structures, which can partly explain the diversity of existing structures and the absence of a generally recognized unified definition of it [9].

Schaltegger M. and Wagner M. see sustainable development in an environmentally and socially oriented market, subject to institutional innovation [22].

Shepherd D. and Patzelt H. believe that sustainable entrepreneurship should be oriented towards preserving nature, supporting life and community in the process of creating goods, works and services and making a profit.

According to Hockerts K. and Wüstenhagen R. business should use its economic opportunities in a market imbalance to transform the market sector into an ecologically and socially-oriented vector of development [14].

DeanT. J. and McMullen J. S. paid attention to the process of assessing and using economic business opportunities in conditions of current market factors that could reduce their sustainability.

Interesting opinions of Crals E. and Vereeck L. regarding the obligation of business to behave ethically and promote economic development, while improving the quality of life of staff, society and the world as a whole.

Special attention to Cohen B. and Winn M.I. paid attention to the need for business to take into account economic, psychological, social and environmental consequences when creating future goods and services [19].

Eugen Nicolăescu, Cristina Alpopi, and Constantin Zaharia view sustainability as an enterprise's ability to move forward in the long term due to its high quality in operation and management. And indicators of sustainability mean the combination of economic, interactive and environmental attributes associated with performance and observations from stakeholders.

Carin Labuschagnea, Alan C. Brentand Ron P. G. van Erck note that the concept of sustainability is understood intuitively, but it is difficult to express in concrete, operational terms. However, over the last decade, pressure has been exerted on companies to expand accountability beyond economic performance to

ensure sustainability for all stakeholders. Therefore, the concept of business or corporate sustainability is recognized and important.

Proceeding from these theoretical relations, the author concludes that sustainable development unites in a single system: economic, qualitative characteristics, socio-ecological factors.

In the economic literature, the concept of sustainability of development is put forward, which emerged as a result of combining the three main components: the economic, social and environmental components of business. Of course, at the country level and at the enterprise level this concept has the right to exist. We believe that it should be supplemented by indicators of the paradigm of a new quality of economic growth. And, in this case, the concept of sustainable development of business structures, combining the quality of the consumer value of goods and services, as well as the quality of production resources that together determine the quality of economic growth of business structures can be proposed. At the same time, the main stage in assessing sustainability should be indicators of the effect of socio-ecological and economic development of entrepreneurial structures. The reconciliation of these different points of view, their translation into a program of specific events, is a task of enormous complexity, especially for specific business entities, since these elements of an integrated assessment of the sustainability of development must be considered aggregate and balanced. It is also important to take into account the mechanisms of interaction of these concepts, which, as a result of their interrelationships, generate new tasks and ideas for analyzing and assessing the sustainability of a new quality of economic growth.

The main problem of formation of stability of a new quality of economic growth of business structures is the need to take into account macroeconomic studies related to the quality of the economy and the integration of these indicators that bring it to business level. This requires the use of complex procedures for processing and aggregating information based on multi-criteria evaluations. The ambiguity in measuring the sustainability of a new quality of economic growth with practically absent approaches to analysis and evaluation at the level of small and medium-sized businesses can be overcome on the basis of using a multicriteria approach in the study of their functional subsystems of various orders.

During the research, we studied different approaches to measuring and assessing the sustainability of enterprises of a number of researchers. In particular, Yarulina G.R. [13], summarizing the scientific development of these authors, built the measurement of stability indicators on various methods: weighted average; geometric mean value; use of tempo coefficients of sustainable development, comparison of stability indicators with dynamic ordering; comparison of the values of the indices of individual indicators of stability with the reference ratios characterizing the stable position of the enterprise.

M.A. Asaul in the analysis of the sustainability of enterprises and industries offers an integrated program for assessing financial and economic activity, classifying the indicators for 6 groups, describing: the company's property position, its liquidity, financial stability, business activity, profitability and position on the securities market [2].

M.M. Chotchayev asserts that the stability indicators can be characterized by the correlation coefficient, the residual variation, the average growth coefficient by years, and the range of variations, believing that these are the main criteria for the sustainability of entrepreneurial activity in the conditions of the current global economic recession. At the same time, he concludes that the main ways to ensure sustainability should be: increasing profitability through incremental profitability, strengthening business activity, increasing the efficiency of material resources used, increasing financial stability, improving management efficiency and introducing new technologies and ways of organizing production, and mastering production alternative types of products and services.

Table 1 shows the authors' research on the tools for ensuring the sustainability of entrepreneurial structures.

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Table 1: Tools for ensuring the sustainability of entrepreneurial structures

Levels	Author	Tools	Models, methods and methods for their implementation
sectoral	Myasoyedov S.A.	Legislation, budgetary regulation, personnel policy, customs policy, foreign exchange policy, investment policy, educational policy, etc.	Linear multi-factor model, inter-branch balance model, system of analytical models (scenario method); theory of network wars
	Dikikh Yu.V.	Outsourcing	The model of outsourcing with the definition of the degree of its reliability and the construction of an appropriate model for transferring non-core assets to the outsourcing mechanism (using the matrix of reliability of outsourcing obtained on the basis of the method of T. Saati, which allows us to evaluate the priority of strategic tasks)
Large enterprise	Safin F.M.	Benchmarking, crisis management, raider seizures, shadow economy	Methodology for predicting the onset of bankruptcy signs, a methodology for estimating the probability of the organization leaving in the shadow economy, a methodology for assessing the probability of the raider capture of the organization; theory of games and compromises
	Asaul M.A.	Organizational structure, competing positions, restructuring, risks, investments, organizational costs, crisis management, integration	Catastrophe theory, theory of dynamic games, probabilistic methods, expert risk analysis, regression analysis for modeling and risk management
	Yarullina G.R.	Parameters of moment economic stability, risks, investment attractiveness, organizational changes, factors of production	Matrix model of management of sustainable economic development of an industrial enterprise, a model for justifying the choice of methods for managing operational risks, a model for analyzing, measuring and evaluating investment attractiveness, a factorial model for assessing efficiency, stages and procedures for managing organizational changes
Regional (MB)	Basareva V.G.	Regional policy, investment risk, entrepreneurial potential in the region, entrepreneurial risk, profitability in the small business sector, the share of people employed in the small business of the region	Statistical models of relationships reflecting the dependence of the level of development of new forms of management on regional characteristics (a method that makes it possible to determine the relative importance of various processes using multidimensional linear models), competing or alternative regression models for the development of small business (the industrial recession model, the business climate model, the institutional capacity model)
Small and medium business	Lobakhina N.A.	Business idea, business model, business-technology adoption and implementation of management is resolvedия	Competitive profile, Porter model, PEST analysis, PIMS analysis, functional and cost analysis, comparative industry analysis
	Morkovina S.S.	Integration of small industrial enterprises into the association of small enterprises, taxation of small business structures,	The method of express analysis of the functioning of a small industrial enterprise, the method for optimizing the taxation of small business structures, the algorithm for calculating the tax burden, vector-matrix

		monitoring and analysis of the state of production and financial activities of a small enterprise, monitoring of crisis phenomena	modeling of the state of the economy of a small business structure as a tool for identifying and predicting crisis phenomena, and forecasting development scenarios.

Solving the problems of system analysis and assessing the sustainability of a new quality of economic growth, we came to the conclusion that multicriteria is a way to increase the adequacy of the above-described goals. However, the introduction of multicriteria in problems of system analysis and evaluation of sustainability should not be an end in itself. The criteria are intended to describe all important aspects of goals, but it is desirable to minimize the number of necessary criteria, which is convenient and meets the requirements of practice.

MATERIAL AND METHODS

The multicriteria nature of real problems of increasing the sustainability of small and medium-sized businesses is not only related to the multiplicity of goals, but also because one goal can rarely be expressed by a single criterion. We believe in this connection that the method of multicriteria assessment of the pace and quality of growth of the economy of small and medium-sized businesses should be in the following 4 stages of achieving the goal:

- determine the criteria by which we assess the options for sustainability of development;
- weigh the criteria, determine their relative importance for business;
- evaluate options for each of the multiple evaluation criteria;
- Calculate weighted estimates of the options and choose the optimal ones from them.

Based on the data of methodological and methodological approaches to the analysis of the assessment of the sustainability of a new quality of economic growth, the relationship between the selection of the most priority criteria and the factor factors determining them, in our view, can be determined by the general functions of an integrated assessment of the level of sustainability of a new quality of economic growth (Δf) and is represented as the following formula:

$$LSNQWG = \Delta f (T, N, L, Q), \quad (1)$$

where LSNQWG – level of sustainability of a new quality of economic growth;

T – rates of stability of growth (economic, industrial - economic, technical - technological, organizational, personnel, innovative, financial - economic, social, ecological);
N – quality of economic growth (products, resources, management);
L – efficiency (economic, ecological - socio-economic);
Q – social and environmental factors (depletion of natural resources, environmental protection, human capacity index, quality of life, unemployment, real incomes);
Δf – growth stability function.

The second stage of constructing a system of indicators, each of which reflects certain aspects of the sustainability of a new quality of economic development, involves the definition of complex weighted average local indicators for assessing sustainability. To determine the weighting coefficients, relative indicators, assess the levels, rates and quality of sustainable development and development effectiveness in conjunction with socio-environmental factors, it is necessary to determine the contribution of these elements in the relevant period of achievement of the ultimate goal.

This is the most complicated process, dictating the need for the transfer of qualitative characteristics to quantitative methods of evaluation. We believe that this task is being accomplished in accordance with the principles of the program-target approach in the form of the elements of evaluation used and the mechanisms for ensuring the sustainability of development in order to achieve these goals. At the same time, the ultimate goal may be to maximize the effect of implementing the mechanisms of sustainability of a new quality of economic growth in forecasts and in practice.

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Integration of local indicators for assessing the sustainability of entrepreneurial structures using the indices of each component of the level of sustainability of a new quality of entrepreneurial structures can be calculated by the following formula:

$$R = \prod_{i=1}^{n} (K_i * y_i) \qquad (2)$$

where R – complex weighted average local indicator of evaluation LSNQWG;
K_i – the relative i-th indicator of the evaluation of the component elements LSNQWG;
y_i – coefficient of weight (degree of significance) of the relative i-form that forms LSNQWG.

The final stage of the proposed methodology is the calculation of the subsystem of integrated indicators of the assessment of the level of stability of the new economic growth, based on the four blocks of properties of this characteristic put forward in formula 1: the rates of stability, the quality of economic growth, efficiency and the evaluation of socio-environmental factors. We believed that multicriteria is a way to increase the adequacy of the proposed goals in formula 1. It was taken into account that methodically the problem is not only and not so much in the number of criteria, but rather that they sufficiently cover the goal. As for the fulfillment of the requirements for the completeness and comprehensiveness of these criteria and indicators, which of these combination models should be most useful, the system analyst, and not the experts, should determine the method of interviewing managers, which is mostly done.

In this regard, we used the method of identifying key indicators for assessing the sustainability of entrepreneurial structures. In terms of completeness of the components of sustainability of development, complex and fragmentary approaches can be used. Supra-analytical and analytical positions of greatest interest is the development of integrated indicators that combine several separately-specific indicators. This approach allows one to draw conclusions about the degree of stability of a new quality of economic growth and the balance of its development. This approach from the point of view of technology is related to the rationale for using private indicators included in it and the methods of integration into a single integrated indicator.

In this connection, as a fragmentary order in formula 3, the calculation of the integral index of the rates of economic growth is presented:

$$J\,T = J°_{EC} * z_1 + J°_{T} * z_2 + J°_{P} * z_3 + J°_{F} * z_4 + J°_{ii} * z_5 + J°_{EC} * z_6 \qquad (3)$$

where J T – integral index of economic growth rates;
$J°_{EC}$ – index of economic component;
$J°_{T}$ – technical and technological index;
$J°_{P}$ – personnel index;
$J°_{F}$ – index of financial component;
$J°_{ii}$ – innovation index;
$J°_{EC}$ – index of economic component;
$z_1 \ldots z_6$ – coefficient of significance of the components of economic growth.

In the same way, it is possible to justify the choice of the effective indicator as a criterion of sustainability in the activity of small and medium-sized enterprises based on the method of the main components for identifying individual factors and other system-forming integrated indicators presented in formula 3.

Forming the criteria for sustainability of a new quality of small business economic growth, we should immediately note their complex nature, which can be ensured only by a system of criteria. Each criterial evaluation should characterize a certain, rather significant side of the new quality of economic growth of small businesses. In this regard, we have identified 5 blocks of such parties, or components of sustainability of the qualitative development of small enterprises. This follows from the fact that the sustainable development of

the quality of the economy of entrepreneurial structures, as a multifaceted system, necessarily implies a balanced functioning of all its elements.

First, the transition to a new quality of economic growth means that the economic development of small business is more than in the previous period, due to the improvement of the quality of goods and services, which is stimulated by the competition of quality, as well as the elasticity of demand for the product at price and income:

$$SGQ = \frac{dF(S+Z+W)}{dt} > 1, \quad (4)$$

where SGQ – sustainability of growth due to product quality;
dF – sustainable development function;
S – standard product quality factor;
Z – product competitiveness ratio;
W – demand-for-product ratio by price and revenue.

That is, the transition to a new quality of economic growth is conditioned by a level of development of entrepreneurial structures that would ensure the filling of markets with goods of high quality, competitive and elastic in terms of consumer prices and real incomes of the population. The supply of such goods can fully cover and even exceed effective demand in the sphere of entrepreneurial activity. Thus, in this business uses a new paradigm of obtaining entrepreneurial income associated with improving the technological characteristics of production, allowing to improve product quality and update its range.

Secondly, the transition to a new quality of economic growth of business structures is associated with the technical and economic development of production and the change of technological structures, the transition to modern 6th-order ways, when business is carried out mainly as a result of the use of the factor of scientific and technological progress, the use of computer , resource-saving technologies and. etc. At the same time, for economic growth, known resources are needed: land, labor, capital, this ensures the sustainability of economic growth by improving the quality of material and technical resources, taking into account the level of development of the technological structure, as can be seen from formula 5.

$$SEG_{mtr} = \sum_{i=1}^{b} \frac{\Delta II(L+W+C+TO)}{\Delta IC+E_s*\Delta CI}, \quad (5)$$

where SEG_{mtr} – ensuring the sustainability of economic growth by improving the quality of material and technical resources, rubles.;
b – number and scale of resources;
$\Delta\ II$ – increase in entrepreneurial income due to a quality resource, rubles;
L– land (other natural resources);
W– work;
C – capital;
TO– level of technological order (6th);
ΔIC – increase in the cost of acquiring and developing a quality resource, rubles;
Es – standard ratio;
ΔCI – increase in capital investments, rub.

The results of the research showed that the main problems of a key nature are solved by the interconnection of other problems of transition to the factors of qualitative economic growth. It is necessary to take into account the state and dynamics of the degree of suitability, wear and tear, balance and replacement cost of the equipment used, the average age of machines and equipment and, in general, the entire active part of fixed production assets. It is important to obtain added value by optimizing the quantity, cost, installation time and effective operation of the innovations. In order to bring these indicators into conditionally comparable type, one can use the method of comparing their actual and reference values achieved in the industry to countries and international levels.

The analysis of the models of management of SME sustainability conducted during the study showed that in this quality resource the most important component is innovative entrepreneurship, which is the process of creating and commercializing technical and technological innovations. After all, innovations serve as a specific tool for increasing the new quality of entrepreneurship development, and not by themselves, but directed, organized search for innovations and the constant focus on them of small businesses. New high-quality economic growth is an innovative process of creating new management mechanisms, based on the constant search for new opportunities, orientation to innovations, including through organizational and economic factors, in particular, institutional innovations, the introduction of quality management, the development of organizational structures on a new qualitative basis. At the same time, state mechanisms and internal incentives for entrepreneurial structures to manage the entrepreneurial environment should be optimized, which is reflected in the formula:

$$SEG_{oem} = \frac{\Delta b(IF,QM,OS,BEM)}{dt}, \quad (6)$$

where SEG_{oem} – ensuring the sustainability of economic growth by improving the quality of organizational economic management;
Δb – sustainable development function;
IF – institutional factor;
QM – quality management;
OS - organizational structure;
BEM – business environment management.

By highlighting the steady growth in the quality of the factors of production produced in the entrepreneurial sphere of goods and services and the progressive new qualitative changes in the organizational structure of the entrepreneurial economy, we came to the conclusion that this method is methodically linked with the social performance of a new quality of economic growth, that is, with dynamic growth sustainability level and quality of life of the population, and in general - with an increase in the level of human capital and social protection of entrepreneurs. That is, the new quality of sustainable development of small businesses should be socially oriented and aimed at preserving social and cultural stability, a more effective system of decision-making that takes into account historical experience and encourages pluralism in the sphere of sustainable development of small businesses. At the same time, the qualitative growth of the social infrastructure, the improvement of the safety of working conditions, the influx of investments into human capital and the full employment of the able-bodied population, including potential entrepreneurs, should be ensured. The social situation should stimulate the opening of new innovative entrepreneurial structures. The stability of social factor development is reflected in the formula 7.

$$SEG_{sd} = dF(E,N,K,Y,R,T,D), \quad (7)$$

where SEG_{sd} – sustainability of social development;
dF – sustainable development function;
E – business income;
N- real income of workers;
K- unemployment rate;
Y – institutional development factor;
R – level of human capital;
T- social infrastructure;
D- health of the nation.

The formation of a system of a new quality of economic growth is closely linked with environmental processes, since the very term "sustainability" as the sustainability of the economy, society and environmental protection was defined at the 1992 United Nations Conference on Environment and Development. And in 2012 in Rio de Janeiro the UN Conference on Sustainable Development once again stressed the need to integrate the three components of sustainable development: ecological, economic and social. From an ecological point of view, the sustainable development of a new quality of the business economy should ensure the stability of biological and physical systems. Degradation of natural resources, pollution and loss of biological diversity reduce the ability of biological systems to self-repair. At the same time, it should be emphasized the assertion

of a number of researchers on this topic that the sustainability of new quality and poor development of entrepreneurial activity is often associated with environmental violations, therefore it is necessary to achieve certain limitations in the economic growth of enterprises due to environmental disturbances and pollution of natural resources. In this regard, formula 8 shows the algorithms for ensuring the sustainability of the environmental factor by reducing the anthropogenic load, reducing emissions of harmful substances and discharging sewage, generating waste and protecting the environment, increasing funds for protecting the environment and natural resources while reducing the level of environmental morbidity in the population.

SEG_{ef} = dF(Q,C,B,P,M,H,V) , (8)

where SEG_{ef} - sustainability of the environmental factor;
Q – coefficients of anthropogenic load of habitat;
C- emissions of harmful substances into the atmosphere;
B – discharges of sewage into the basins of rivers, seas;
R- waste generation;
M- delivery of substances into the soil contaminated with;
H – protection of the environment and natural resources;
V- level of environmental morbidity.

Noting the foregoing, it is necessary to emphasize the difficulty in identifying the main algorithms for assessing the results of a new quality of economic growth in business structures. Undoubtedly, among the indicators of the final result characterizing the qualitative development of small business, it is necessary to include the number of small businesses, and the volume of turnover, and the number of employees, as well as the volume of investments and the amount of tax revenues. It should be taken into account that the dynamics of these indicators are influenced by significant factors of increasing the return on assets, material output, labor productivity, sales profitability and assets.

RESULTS AND DISCUSSION

Effective functioning of small and medium-sized businesses, its competitiveness, the implementation of expanded reproduction is largely determined by the stability of its financial position. If small and medium-sized enterprises are financially stable and financially stable, they successfully overcome unexpected changes in market conditions, and they are not threatened with bankruptcy. They also have an advantage over other enterprises, including in obtaining loans and investments. A financially sustainable enterprise is simultaneously calculated on its obligations with the state, off-budget funds, personnel, counterparties. That is, the financial stability of small and medium-sized businesses is its reliably guaranteed solvency not only under normal business conditions, but also by random changes in the market.

Solving the problems of increasing financial sustainability is possible when studying the general accumulated scientific knowledge in this field. Assessment of the financial condition of enterprises mainly reduces to an assessment of its financial stability. At the same time, the financial condition is understood as its ability to finance its activities from its own sources, and, above all, realized profits. Financial stability is characterized by the provision of own capital, which is necessary for expanded reproduction, solvency, competitiveness, and financial and security reliability.

The specifics of the functioning of the financial system of small and medium business structures is of great importance for the formation of other scientific approaches to the sustainable financial functioning of these structures. In this article, we set the goal of clarifying the theoretical and methodological issues of improving the methods for assessing the financial stability of small and medium-sized businesses on the basis of developing an algorithm for assessing financial stability in conditions of qualitative growth in the economy of small and medium-sized businesses. That is, the essence and main directions of the solution of the problem lie in what imperatives and algorithms can be applied in assessing financial stability in the context of the implementation in the long term of the proposed paradigm of a new quality of economic growth of the national economy, including entrepreneurial structures.

And this implies the need to ensure the financial and economic stability of modern and high-tech enterprises of small and medium-sized businesses on the basis of increasing the effectiveness of scientific and technological progress. Promotion of high technologies in the industrial and entrepreneurial sector, flexible production systems, the introduction of new forms of organization of labor and production require other approaches to assess the financial sustainability of a new quality of growth in the economy of small and medium-sized businesses.

Currently, many methods for assessing the financial soundness of enterprises have been developed for use, and the difference between them lies in the approaches, methods, criteria and conditions for carrying out the analysis. In this paper, we made an attempt to develop a methodology that differs from many others, giving only a superficial assessment of the sustainability of entrepreneurial structures that do not affect the underlying causes of the emergence of certain financial performance of small and medium-sized enterprises. It is necessary to underline the deficit of scientific developments on financial measures of the quality of work.

In our opinion, the scientific research of I.V. Ivashkovskaya deserves a positive evaluation. , devoted to financial measurements of the quality of growth. The author introduces the value of the company into the financial dimension, and distinguishes four types of growth. On this basis, a matrix of its quality is constructed. The first type is formed in companies that achieve the growth rate of sales and business value is above average, which means the highest quality of growth. The second type implies a combination of a growth rate of capitalization above the average, and the growth rate of sales, on the contrary, is below the average. Reducing the pace of sales growth, the enterprise still achieves high growth rates of profit value. The third type is characterized by higher average sales growth rates, and lower average growth rates. Finally, the 4th type is based on the rates below the average at the same time for the 2-nd measurements. To assess the stability of growth Ivashkovskaya I.V. uses a residual profit model that involves comparing the accounting profit received in the main activity and the alternative costs of investors, determined by multiplying the weighted average cost of capital.

The modern system of indicators and their normative value for determining the state of small and medium-sized business structures from the standpoint of the sustainability of financial development, including quantitative and qualitative indicators, should we include its evaluation mechanisms in the system of new quality of economic growth of business, in our view, complex system of indicators, reflecting the dynamics of economic growth, strengthening the financial condition and improving the efficiency of use th aggregate and each kind of high-quality resources. The objective function here can be the rate of growth of financial stability, which should include 5 factors: financial stability, the stability of economic growth, the stability of capital growth, the stability of the real value of property, and the degree of stability of the financial state of the business structure.

In itself, the concept of "stability and quality of growth of small and medium-sized businesses" is quite diverse, and it is impossible without defining a system of relevant criteria. By the term "criterion" we mean a characteristic feature on the basis of which one can judge the achievement or the degree of achievement of a certain phenomenon or process, in particular, an objective assessment of the quality of measuring economic growth. Therefore, this stability criterion has a complex character. We believe that a correct and exhaustive assessment of the financial sustainability of the quality of growth of small and medium-sized businesses can be ensured only by a system of criteria, each of which characterizes a certain, rather substantial side of financial stability. It is possible to name, at least, 10 - 15 such parties, or components of financial stability. But we, using the method of the main components, were defined on 5 criteria, reflected in the formula:

$$QGB = RI\ [\frac{K_{fs1}+K_{eg2}+K_{cg3}+K_{rv4}+K_{bs5}}{K_{fs0}+K_{eg0}+K_{cg0}+K_{rv0}+K_{bs0}}] \times 100, \qquad (9)$$

where QGB_{smb} = aggregative indicative algorithm of financial stability of quality of growth of small and medium business;

RI – the growth rate of the main indicative coefficients of stability of economic growth (respectively ... 1- in the analyzed and ... 0 in the base year);

K_{fs1} – coefficient of financial stability = equity / amount of borrowed and accounts payable;

K_{eg2} – coefficient of sustainability of economic growth = net profit without dividends / amount of equity;

K_{cg3} – capital growth sustainability ratio = net income / equity;

K_{rv4} – coefficient of stability of the real value of the property = irreversible assets + production reserves / asset value;

K_{bs5} – an integral indicator of the degree of the financial state of the business structure (coefficients in decreasing order of importance rating: 1) autonomy; 2) maneuverability; 3) total liquidity; 4) financial dependence; 5) debt; 6) solvency).

On the basis of these indicators, the total indicative algorithm of financial stability of the quality of growth of small and medium-sized businesses is calculated, predicting the onset of financial stability in accordance with the five proposed states. The rationing of the partial indicators proposed in the calculations of CRC-5 is carried out using the grading of the values of these particular indicators within its range. The integral indicator of the degree of stability of the financial state of the business structure is calculated by the formula:

$$K_{bs5} = \sum_{i=1}^{n} D_i L_i \, b_i \,, \qquad (10)$$

where K_{bs5} – integral indicator of the degree of financial status of the business structure;
D_i – values of the i-th coefficient characterizing the financial state of the business structure;
L_i - rating of the importance of the i-th index in points.
b_i – specific value of the i-th coefficient.

An increase in the value of the aggregate indicative algorithm indicates an increase in the degree of stability of the financial system, and a decrease in the increase in the unstable state of entrepreneurial structures and the possibility of the onset of a financial crisis. Calculation of this coefficient is not very difficult, because it is built on the available statistical indicators, and it can be fully calculated in any financial and economic computer program. This system of indicators is consistent with the system of balanced indicators, as it allows you to formulate goals and combine quantitative and qualitative indicators of the sustainability of a new quality of economic growth in business structures. At the same time, the special complexity of the problem of assessing and managing the financial stability of the qualitative development of small and medium-sized businesses is that it can be assessed only by the rate of growth of certain traditional coefficients, which do not reflect the solution of the problem of financial stability of qualitative growth in a full scheme. And it is possible to effectively manage it only in a single system. This follows from the fact that the sustainable development of any economic system necessarily implies a balanced functioning of all its elements. Therefore, in order to assess the stability of the financial development of the economy of small and medium-sized businesses, it is necessary to use a system of indicators reflecting the achievement of the final results and used as evaluation criteria, which, along with the main ones, characterize the main directions for achieving financial sustainability of the quality of growth in the economy of small and medium-sized businesses. To substantiate a number of theoretical propositions and develop measures for the application of the proposed criteria, it is necessary to consider separate characteristics of the main and basic directions and indicators of the sustainability of development in the overall economy of entrepreneurial structures.

Of course, the proposed methodology is not faulty, but still the cases when the only criterion successfully displays the goal, is rather an exception. In this technique, the proposed criteria only approximate, like any model, the target, and the adequacy of one criterion may not be sufficient. The solution can consist not only in finding a more adequate criterion, but also in using several criteria describing one goal in different ways and complementing each other. In this regard, a multicriteria assessment of the development of small business is widely used in a number of scientific collectives and finds a mass character in the work of a number of individual researchers.

In particular, the specialists of the National Institute for System Studies of Business Problems widely use the development of integral indicators of small business development. The method proposed by them assumes the calculation of 5 integral indices - according to the number of tactical tasks within the strategic goal of small business development. At the same time, the integral index is built on the basis of indices reflecting the change in certain indicators in the reporting period in comparison with the base index: the integral index of the quality of development of small business; an integrated index of resource efficiency; an integrated index of the business climate for small business; integral index of social efficiency of small business; integral index of the efficiency of the activity of infrastructure facilities and support of small business. Further on the analogous principle the consolidated integral index of development of small business is formed.

Any small business organization, regardless of its specific purpose from the standpoint of evaluating new qualitative characteristics of the sustainability of functioning, can be described with the help of a number of parameters and estimates. The essence of the analysis of the new qualitative growth of entrepreneurship is the determination of a necessary and sufficient set of indicators characterizing all the investigated properties of the system of entrepreneurial structures and the formation of dependencies characterizing the total effect from the application of the system or its elements reflecting the evaluation of new qualitative characteristics of small enterprises. This makes it possible, on the basis of actual data, to establish the qualitative properties of the object of research of entrepreneurial structures.

At the same time, the indicators for assessing new quality characteristics of the sustainability of economic growth of small business structures are a methodological tool that provides an opportunity to test the theoretical and methodological provisions of a new quality of economic growth with the help of empirical data.

At the same time, we believe that the systematization of modern methodological approaches to assessing the new quality of business development sustainability, along with the allocation of two large evaluation units-first, on the use of the system of indicators, and secondly in the formation of integrated assessments, requires the identification of key, the main component of the assessment of quantitative and qualitative characteristics and development effectiveness, as the fundamental priority areas of the LSNQWG assessment. The proposed method of evaluation is based on the quantitative and qualitative expression of the investigated properties of the business system and the establishment of their relationship with indicators of the effectiveness of business development. Each of these estimates has a number of specific properties that make it possible to distinguish them from any others.

CONCLUSION

Stable economic growth on a new qualitative basis, therefore, involves the development of various mechanisms for the sustainable development of small and medium-sized businesses. And, what is very important, under such economic growth, we do not mean short-term growth in the real volume of entrepreneurial incomes, but long-term trends in the increase and qualitative improvement of the entrepreneurial product and the factors of its production. At the same time, a fairly large number of elements are involved, including technological, organizational, managerial, financial, marketing. Qualitative economic growth is understood as a long-term growth characterized by qualitative changes in capital, land and labor. In addition, economic stability must remain in the changing environment.

This approach makes it possible to determine the sustainability of economic growth for small and medium-sized businesses, such as the ability to achieve this.

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