

The Role of Information Infrastructure in Strengthening Entrepreneurial Activity

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Abstract; In the contemporary era of rapid informatization, information has become a primary and strategic resource for enterprise development. It serves as the fundamental element in organizing management activities and represents a system of quantitative data reflecting both the desired and the actual state of an enterprise's subsystems and overall structure. Effective information management ensures informed decision-making and enhances operational coordination.

The growing level of societal informatization creates new opportunities for business development and determines the necessity of well-structured information support systems. Such systems form the foundation for the sustainable development and increased productivity of small and medium-sized enterprises (SMEs). The advancement of information technologies has introduced innovative tools, including algorithm-based processes, which structure business operations and improve efficiency. However, in modern entrepreneurial practice, a gap remains between the collection and practical application of information and the effective implementation of SME development strategies.

Although state policies primarily aim to support small and medium-sized businesses, a more pressing challenge is their survival in highly competitive markets. The competitiveness of SMEs largely depends on access to reliable, operational, and easily accessible information databases that ensure timely and strategic decision-making.

Keywords; *finance, marketing, information structure, decision-making, intensification*

Introduction

In addition to economic and material support, small and medium-sized enterprises (SMEs) require substantial assistance in the field of information provision. In the modern business environment, access to structured, reliable, and timely information is becoming as important as financial resources. Effective information support serves as a strategic factor in ensuring the stability and sustainable development of entrepreneurial activity.

The practical functioning of SMEs creates broad opportunities for the use and development of information resources. As noted by Bulatova (2010), such resources include:

- control over economic and financial indicators;
- monitoring changes in the legal and regulatory sphere;
- access to state support systems for small businesses;

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- forecasts and analytical studies of foreign economic activity.

In most cases, state institutions at various administrative levels act as the primary sources of these information resources. Therefore, without state participation and coordination, it is difficult to effectively address the problem of information provision in entrepreneurial activity. It is logical to develop a comprehensive information infrastructure at all levels of government that would meet the growing informational needs of SMEs (Amrahov et al., 2023).

Small businesses demonstrate strong interest in information related to marketing, regulatory and legal issues, statistical data, and official regional authorities (Amrahov et al., 2023). Within the framework of organizing and improving information support systems for business entities, legislation proposes several key tasks:

- unification of the existing information structure;
- expansion of modern information technologies in entrepreneurial practice;
- adaptation of business information systems and media networks to better satisfy the needs of SMEs.

Main Part

The formation of a sustainable system for the development of small and medium-sized enterprises (SMEs) logically requires the creation of entrepreneurship support structures at four interconnected levels: regional, district, municipal, and settlement (Amrakhov, Karimov, & Karimova, 2022). Such a multi-tier model ensures coordinated interaction between authorities and business entities, while also allowing for the effective distribution of information, advisory, and infrastructural resources. The decentralization of support mechanisms makes it possible to respond flexibly to local economic conditions and the specific needs of entrepreneurs operating in different territories.

At the regional level, it is necessary to establish Entrepreneurship Support Centers responsible for performing several strategically important functions (Yermekova et al., 2024). These centers should provide comprehensive information, consulting, and educational services to business entities through cooperation with all elements of the existing support infrastructure. In addition, they must ensure the continuous and operational updating of regional information platforms, since modern entrepreneurial activity is impossible without reliable and up-to-date data. Another important task is monitoring and coordinating the activities of municipal information and advisory centers in order to maintain uniform standards of service provision. Furthermore, such centers should implement targeted programs aimed at improving the educational level and professional qualifications of SME representatives, thereby strengthening their competitiveness.

At the level of urban districts and district centers, it is advisable to create reference and advisory centers that directly provide entrepreneurs with practical services and methodological assistance (Abbasova et al., 2025). These structures should serve as accessible points of interaction between business entities and state institutions, facilitating the dissemination of legal, economic, and statistical information necessary for effective management decisions. The presence of such local support units significantly reduces informational barriers and transaction costs for small businesses.

The issue of the current state of SME development under modern economic conditions remains highly relevant. An objective analysis of statistical indicators and economic news often raises concerns regarding the growth dynamics of small and medium-sized businesses. In economies where large-scale industries, particularly the extractive sector, play a dominant role, state support mechanisms frequently prioritize large enterprises. This tendency can be explained by the substantial contribution of the mining industry to macroeconomic stability and national income, especially during periods of high global commodity prices. However, fluctuations in oil prices and external economic shocks have demonstrated the vulnerability of such a model of economic development. Consequently, the state increasingly recognizes the necessity of diversifying the economy through more productive development of SMEs, particularly through the expansion of high-level information systems and digital infrastructure (Mirzazadeh & Zeynalli, 2024).

The formation of a multi-level system for supporting and developing SMEs would create extensive opportunities for comprehensive information provision and consultation of business entities, contributing to the establishment of a unified information space (Mirzazada, 2025). In the era of global informatization, information has transformed into a strategic resource of paramount importance. It constitutes a fundamental element of the management system, representing a structured set of quantitative and qualitative data describing both the actual and desired states of enterprise systems and subsystems, as well as the external conditions influencing their activity (Mustafiyanti et al., 2023).

Information required for managerial decision-making includes economic indicators, regulatory and legal frameworks, organizational instruments, technological tools, and software resources that enable the collection, processing, storage, transmission, and updating of data. Equally important is the capacity to provide information to users in a form convenient for practical application, within a specified timeframe and at an acceptable cost. Therefore, the intensification of informatization opens new prospects for business development, but simultaneously requires the rational organization of information support systems to ensure the efficiency and sustainability of SMEs (Mirzazada, 2026).

Entrepreneurship plays a crucial role in the development of municipalities, regions, and national economies as a whole. It influences the pace of economic growth, determines the resilience of economic systems to global crises, and contributes to structural diversification. Nevertheless, a noticeable gap persists between the collection and accumulation of information and its effective practical use in SME development. Small enterprises often face significant difficulties in surviving within highly competitive markets, where competitiveness directly depends on access to timely, complete, and reliable information (Ashenfelter, Levine, & Zimmerman, 2006).

The experience of SME development indicates that, in addition to financial and material support, information and advisory assistance from the state is equally — if not more — important for increasing business efficiency. The most demanded information resources by entrepreneurs include (Ariabod et al., 2019):

- marketing research of operational markets;
- monitoring of economic and financial indicators and price dynamics;
- updates in regulatory and legal frameworks;

- information about state support programs and projects;
- forecasts and analyses of foreign economic activity;
- analytical materials from the business press;
- socio-economic statistics and regional data.

In most cases, state bodies and public institutions at various administrative levels serve as the primary sources of such information resources (Mirzazada, 2025). Therefore, without active state participation, it is difficult to effectively resolve issues related to information provision in entrepreneurial activity. It is advisable to develop a comprehensive information infrastructure capable of meeting the growing informational needs of SMEs in economic, legal, statistical, technological, and production-related domains. At the same time, mechanisms should be introduced to partially or fully compensate the costs incurred by small businesses for accessing information services through dedicated support funds.

Current legislation outlines several key tasks within the framework of organizing and developing information support for entrepreneurial entities (Amrahov, 2014):

- consolidation and optimization of the existing information infrastructure through the creation of a unified information space for SMEs;
- intensification and expansion of the use of modern information technologies in entrepreneurial activity;
- adaptation of business information systems and media networks to meet the specific needs of small businesses.

The successful solution of these tasks depends on several important conditions (Vodyasov, 2016):

- a sufficient level of competence among information providers and owners;
- integration and coordinated interaction of all business support institutions;
- expansion of the functional capabilities of the information infrastructure;
- adequate administrative and resource support;
- active cooperation with information market participants;
- effective implementation of advanced information technologies.

The organization of a unified information space for entrepreneurship should be based on a thorough analysis of SME informational needs. The rapid expansion of digital technologies and computer networks across all areas of public life has significantly reduced the demand for traditional information sources such as television, radio, and print media. Consequently, information support for entrepreneurship should primarily rely on computer-based information systems and digital platforms (Amrahov et al., 2024).

The exponential growth in information volumes, increasing requirements for data reliability, and the necessity for rapid managerial decision-making confirm the need for a unified technological approach to information search, processing, and dissemination. The advantages of electronic networks and digital information formats provide substantial opportunities for improving the efficiency of entrepreneurial activity (Mirzazada & Camalov, 2025).

Thus, the objectives of organizing a sustainable system for entrepreneurship development include (Amrahov, 2025):

- creating favorable conditions for entrepreneurial growth and increasing economic potential;
- forming a unified software and technological platform for information support of SMEs;
- developing an extensive network of regional and municipal entrepreneurship support centers.

Conclusion

The sustainable development of small and medium-sized enterprises (SMEs) requires the implementation of a structured and coordinated support system operating at four administrative levels: regional, district, municipal, and settlement (Amrahov et al., 2025). Such a multi-level approach ensures the integration of information, advisory, and educational mechanisms while taking into account the specific economic characteristics of each territorial unit. The establishment of interconnected support structures creates favorable institutional conditions for strengthening entrepreneurial activity and enhancing regional economic stability.

At the regional level, the formation of a Regional Entrepreneurship Support Center is of strategic importance (Amrahov et al., 2023). This center should function as the core coordinating body responsible for providing comprehensive information, consulting, and educational services to business entities through interaction with all elements of the existing support infrastructure. It must ensure the timely updating and maintenance of regional information platforms, which serve as primary digital resources for entrepreneurs. In addition, the center should coordinate the activities of municipal information and advisory units to guarantee uniform standards and quality of service provision. Another essential function involves organizing targeted programs aimed at improving the educational level, professional competencies, and managerial skills of SME representatives, thereby increasing their adaptability and competitiveness in dynamic market conditions.

At the municipal level, particularly in urban districts and district centers, information and advisory centers should be established to provide direct support to entrepreneurs (Amrahov, 2023). These centers must offer practical guidance in several key areas, including:

- facilitating access to state support instruments and development programs;
- providing assistance in organizing and launching new businesses;
- supporting the preparation of business plans and documentation required for participation in competitive funding programs and state or municipal procurement;
- delivering methodological and practical recommendations related to the organization and management of entrepreneurial activities.

The creation of such decentralized advisory structures reduces informational asymmetry, increases transparency, and strengthens communication between entrepreneurs and public authorities.

Ultimately, the formation of a comprehensive multi-level system for supporting and developing SMEs will significantly expand opportunities for integrated information provision and

consultation. It will contribute to the accelerated development of a unified information space designed to support entrepreneurial activity across regions, enhance economic diversification, and promote sustainable long-term growth (Amrahov, 2015).

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