

Afanasieva Inna Ivanovna,

Ph. D. in Economics,

Associate Professor of the Department of Finance, Accounting and Taxation,

Hembik Anna Valentiniyivna

National Aviation University

THE PLACE AND FIELD OF SMALL ENTREPRENEURSHIP IN THE ECONOMY OF UKRAINE

Abstract: revealing the importance of small business as part of the economic environment and its impact on the socio-economic state of society as a whole.

Key words: small business, socio-economic development, competitive environment, scientific and technological progress, unemployment, state support of small business.

The main scientific results. The economy of any state is a complex and powerful mechanism that consists of many components. An important component that provides jobs, replenishment of the state budget and economic development is small business. It has become a dynamic sector that is constantly changing and needs state support and at the same time supports the state economy. Small businesses also play a significant role in the socio-economic development of the state. The level of development of this microeconomic sector can be judged on the country's ability to adapt to changing economic processes in a more global sense, the ability to reveal the characteristics and talents of each citizen. Various aspects related to the theory and practice of the institute of small business, the problems of its state regulation are covered in the works of such leading scientists as: Skopenko B. S. [1], Stpilchuk Yu. I. [2], Boltianska L. O. [4], Chmelova O. S., Balanda V. V. [5], Zagadepchuk Yu. V. [6].

Ukraine's independence and the development of its economy as an independent state led to the emergence of a small enterprise. Despite the instability of the economic situation in the world and the political and legal situation in the country, Ukraine has realized the importance of developing such an important sector as small business. This presupposes the need to study the theoretical and methodological aspects of the formation of the institute of civilized enterprise, taking into account the qualitative and quantitative parameters [1].

The main economic and organizational reasons for the progressive creation and development of small business include:

- significant social and technological changes that have led to a reassessment of the relationship between small, medium and large businesses, including diversification and modernization of large production, changes in the structure of employment;
- dynamism of the market environment and the development of global markets, the advantages of small organizational forms;
- increasing competition between business entities [2].

Small businesses are quicker to respond to changes in market conditions, making the market economy more flexible, which is becoming increasingly important in today's world. In addition, small business directs significant financial and production resources to the population, which without it were not used [3]. Small business also makes a significant contribution to the formation of a civilized competitive environment, which is

of paramount importance for attracting foreign direct investment into Ukraine's economy. Small business is antitrust in nature, which is manifested in various aspects of its operation.

The role of small business in the development of the most important areas of scientific and technological progress is important, especially in the field of electronics, cybernetics and computer science. The success of small business is due to a number of advantages over large innovations in the market due to the fact that small businesses are closer to the end consumer; have the ability to quickly restructure production [4].

The role of small business is emphasized by the attention of governments and specific measures to support small business: preferential financing and taxation, the allocation of significant funds for the creation of "technology parks" [5].

Significant contribution of small business to solving the problem of employment. First, small business not only creates additional jobs, but also expands the field of business activity, attracting to work those citizens who are not highly competitive in the labor market. More "flexible" working conditions, including special working hours, in small businesses make them attractive to workers. The set of non-standard forms of employment is diverse and may include: part-time employment; overtime employment; temporary employment on the basis of employment contracts for a definite period; casual employment, serving as a way to earn extra income with insufficient income or low wages at the main job; employment on the basis of contracts of civil law nature; secondary employment, characterized by the presence of a permanent additional job; informal employment [6].

All these properties of small business make its development a significant factor in sustainable socio-economic development and an integral part of reforming Ukraine's economy. Sustainable economic recovery is possible only in the conditions of the existence of small business in organic unity with medium and large business in the conditions of active policy of state assistance.

Conclusions. Thus, the small business sector is an integral part of the socio-economic system of the country, as it ensures the stability of market relations, due to its flexibility demonstrates a rapid response to changing environmental conditions. Small businesses play an important role in increasing the number of jobs and solving employment problems by mitigating the negative effects of labor market fluctuations.

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