

## POTENTIAL FOR DEVELOPMENT OF ENTREPRENEURSHIP IN THE PERIOD OF POST-WAR RECOVERY OF THE NATIONAL ECONOMY (EXAMPLE OF SOCIAL ENTREPRENEURSHIP)

## ПОТЕНЦІАЛ РОЗВИТКУ ПІДПРИЄМНИЦТВА У ПЕРІОД ПОВОЄННОГО ВІДНОВЛЕННЯ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ (НА ПРИКЛАДІ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА)

*The article considered the potential for the development of social entrepreneurship during the period of post-war recovery of the national economy. The peculiarities of this type of entrepreneurship, which will influence the implementation of entrepreneurial activity in this direction after the Victory of Ukraine, are analyzed. It is noted that the evaluation of the potential of the development of social entrepreneurship in Ukraine in the post-war period requires not only a clear structured set of relevant comparative indicators, but also their close connection with the description of the social state. It was determined that, connecting the essence of social entrepreneurship and the understanding of the potential, it is appropriate to consider the potential of social entrepreneurship development as a set of available opportunities of the relevant subjects to satisfy the social needs of certain segments of the population and to solve social problems in society. It was emphasized that one of the main tasks in assessing the state and trends in the development of social entrepreneurship in the national economy, and even more deeply – identifying and evaluating the potential of such development in the conditions of economic transformation and in conditions of limited state and local budgets for the full satisfaction of the social needs of vulnerable segments of the population there is a structuring of the population by groups during the period of post-war recovery of the national economy. It was concluded that, in a broad sense, the potential of social entrepreneurship forms a certain halo of qualitative and quantitative parameters of social development, which determines the ability of the corresponding bearer of social needs for social adaptability (socialization), financial independence and confidence, and this will allow to accelerate the processes of post-war national recovery economy. It is worth noting that the spread of social entrepreneurship is becoming a kind of trend against the background of increasing social problems in society and the importance of positive changes in society. The study shows that in this sphere of activity, the participants are guided by regulatory and legal documents of related or tangential spheres, in which the creation or functioning of entities of entrepreneurial activity by their form and activity can be considered social. Therefore, Ukraine should speed up work on the preparation of normative acts for the development of social entrepreneurship in the post-war period. The lack of separate statistical data on social entrepreneurship was noted both in terms of subjects and from the standpoint of generalizing social needs. Usually, statistical data of a similar nature are related to indicators of the functioning of the social protection system, or in terms of the implementation of certain areas of social policy. Ultimately, this aspect of the problem makes it difficult to objectively assess the potential of social entrepreneurship, since most of the indicators are substitutes or refer to general guidelines for the implementation of social policy without specifying the contribution to the achievement of results by the subjects of social entrepreneurship. It was concluded that in order to improve the state regulation of the development of social entrepreneurship in the period of the post-war recovery of the national economy, a complex system of indicators should be formed, the analysis of the dynamics of which enables the institutions of regulatory influence to respond in a timely manner to the real potential of the accumulated social tension caused by the growing scale of population stratification by income level and increasing social marginalization.*

**Key words:** development of the national economy, development of entrepreneurship, national economy, post-war recovery of the national economy, potential, social entrepreneurship, state regulation of the economy.

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*У статті було розглянуто потенціал розвитку соціального підприємництва у період післявоєнного відновлення національної економіки. Проаналізовано особливості такого виду підприємництва, які впливатимуть на здійснення підприємницької діяльності в цьому напрямку після Перемоги України. Зазначено, що оцінювання потенціалу розвитку соціального підприємництва в Україні у післявоєнний період потребує не лише чіткої структурованої сукупності відповідних порівнювальних показників, але й передбачає їх тісний зв'язок з описом соціального стану. Визначено, що, пов'язуючи сутність соціального підприємництва та розуміння потенціалу, потенціалом розвитку соціального підприємництва доцільно розглядати сукупність наявних можливостей у відповідних суб'єктів задовольняти соціальні потреби окремих верств населення та вирішувати соціальні проблеми у суспільстві. Акцентовано, що одним з головних завдань в оцінюванні стану та тенденції у розвитку соціального підприємництва в національній економіці, а ще глибше – виявлення та оцінка потенціалу такого розвитку в умовах трансформації економіки та в умовах обмеженості державного та місцевого бюджетів для повного задоволення соціальних потреб вразливих верств населення є структуризація населення за групами у період повоєнного відновлення національної економіки. Зроблено висновок про те, що у широкому розумінні, потенціал соціального підприємництва утворює певний ореол якості на кількісних параметрів суспільного розвитку, що визначає здатність відповідного носія соціальних потреб до соціальної адаптованості (соціалізації), фінансової незалежності та впевненості, а це дозволить прискорити процеси повоєнного відновлення національної економіки. Варто відзначити, що розповсюдження соціального підприємництва стає своєрідним трендом на тлі збільшення соціальних проблем у суспільстві та важливості позитивних змін в суспільстві. Дослідження свідчить, в цій сфері діяльності учасники керуються нормативно-правовими документами споріднених чи дотичних сфер, в яких створення чи функціонування суб'єктів підприємницької діяльності за своєю формою та діяльністю можна вважати соціальними. Отже, Україні слід прискорити роботу щодо під-*

готовки нормативних актів для розвитку соціального підприємництва у повоєнний період. Відзначено відсутність окремих статистичних даних щодо соціального підприємництва як у розрізі суб'єктів, так і з позицій узагальнення соціальних потреб. Зазвичай, статистичні дані подібного характеру пов'язані із показниками щодо функціонування системи соціального захисту, або у розрізі реалізації окремих напрямів соціальної політики. Зрештою, цей аспект проблеми ускладнює об'єктивну оцінку потенціалу соціального підприємництва, оскільки більшість показників заміщувальні, або ж стосуються загальних настанов реалізації соціальної політики без конкретизації внеску у досягнення результатів саме суб'єктами соціального підприємництва. Зроблено висновок про те, що для удосконалення державного регулювання розвитку соціального підприємництва у період післявоєнного відновлення національної економіки має бути сформована комплексна система показників-індикаторів, аналіз динаміки яких дає змогу інститутам регулюючого впливу своєчасно реагувати на реальний потенціал накопиченої соціальної напруги, спричиненої зростанням масштабів розшарування населення за рівнем доходів й посиленням суспільної маргіналізації.

**Ключові слова:** державне регулювання економіки, національна економіка, повоєнне відновлення національної економіки, потенціал, розвиток національної економіки, розвиток підприємництва, соціальне підприємництво.

**Formulation of the problem.** Social processes in society are characterized by a variety of phenomena that involve the participation of various objects. Such objects, first of all, are determined by the complexity of the structure of social problems that society faces at the corresponding stage of its development. The processes of regulation under such conditions involve an orientation towards the solution of such problems, but the tools of regulatory influence differ significantly, since different social problems require different approaches to their regulation. This means that assessing the potential for the development of social entrepreneurship in Ukraine in the post-war period requires not only a clear structured set of relevant comparative indicators, but also their close connection with the description of the social state. At the same time, the identification of trends and the potential for the development of social entrepreneurship in the post-war period through the study of the social state is possible under the condition of a structured and fairly complete system of indicators and social norms that reflect social problems, and therefore are related to the characteristics of the standard of living of the country's population and its individual socially vulnerable groups in the period of post-war recovery.

**Analysis of recent research and publications.** From the standpoint of determining the potential for the development of social entrepreneurship in the post-war period, the scientific interest includes understanding the essence of the very concept of "potential", since its use is quite widespread in many sciences, which leads to the presence of differences in the interpretation of its meaning. In studies of economic processes, the concept of potential is usually associated with the presence of certain internal development opportunities or taking into account the external influence on existing processes in order to increase any development opportunities. The problems to which the article is devoted were studied in different contexts by A. Duka [2], O. Golubev [3; 4], O. Honchar [5], E. Lapin [7], K. Shaposhnykov [1; 2], V. Smachylo [11], A. Zhavoronok [12] and others.

At the same time, the scientific position regarding the development potential of social entrepreneurship and its state regulation during the period of post-war recovery of the national economy remains uncertain.

**Formulation of the goals of the article.** The purpose of the article is to assess the potential of social entrepreneurship development during the period of post-war recovery of the national economy.

**Presenting main material.** Etymologically, "potential" is related to the Latin "potentia" and means "hidden possibilities", "power, strength" [5, p. 245]. At the same time, several of the most typical definitions of this phenomenon have been formed in the scientific literature:

- "possibilities of the system of resources and competences of the enterprise to create a result for interested persons by means of the implementation of business processes" [5, p. 246–247];

- "the resources available to the economic entity, their optimal structure and the ability to rationally use them to achieve the set goal" [6, p. 13];

- a set of resources and opportunities that can be used by an enterprise to achieve certain goals [7, p. 61].

Thus, connecting the essence of social entrepreneurship and the understanding of potential, it is appropriate to consider the potential of social entrepreneurship development as a set of available opportunities of the relevant subjects to meet the social needs of certain segments of the population and to solve social problems in society.

One of the main tasks in assessing the state and trends in the development of social entrepreneurship in the national economy, and even more deeply – identifying and evaluating the potential of such development in the conditions of economic transformation and in conditions of limited state and local budgets for the full satisfaction of the social needs of vulnerable population groups is the structuring of the population by groups during the period of post-war recovery of the national economy.

With this approach, a more complete understanding of the connection between social problems and the object of social entrepreneurship, which is capable of solving them, becomes possible: satisfaction of consumer needs; workforce; used and unused opportunities for obtaining the desired result" [8, p. 16].

In general, when it comes to the potential of social entrepreneurship in the context of the post-war recovery of the national economy, such activity is mostly worth attention from the standpoint of its

ability to provide socialization for certain groups of the population. This approach is quite old, as it has historical origins in the cooperative movement and the creation of socially oriented enterprises in the pre-revolutionary era. For example, in Ukraine, as early as the middle of the twentieth century, associations of the deaf and blind were created. The activities of such enterprises were based on the involvement of people with disabilities in production, which contributed to their socialization. Now it's time to use this experience after the Victory.

Thus, in a broad sense, the potential of social entrepreneurship forms a certain halo of qualitative and quantitative parameters of social development, which determines the ability of the corresponding bearer of social needs for social adaptability (socialization), financial independence and confidence, and this will allow to accelerate the processes of post-war recovery of the national economy. It is worth noting that the spread of social entrepreneurship is becoming a kind of trend against the background of increasing social problems in society and the importance of positive changes in society.

Taking into account the absence of a legislative definition of the concept of social entrepreneurship in Ukraine and direct normative acts regarding its regulation, participants in this field of activity are guided by regulatory and legal documents of related or related fields, in which the creation or functioning of entities of entrepreneurial activity can be considered social by their form and activity. Therefore, Ukraine should speed up work on the preparation of normative acts for the development of social entrepreneurship in the post-war period.

No less important in solving the tasks of improving the regulation of social entrepreneurship is also a well-founded choice of indicators that would make it possible to assess not only the state, but also to determine the potential for the development of social entrepreneurship, to compare the effectiveness of relevant state measures applied in different countries. This approach will ensure better implementation of experience not as a whole for application, but for specific use in specific conditions and in relation to specific social problems in the post-war period. All the more so because the world experience over a long period of time has developed an appropriate set of techniques that differ among themselves, but can become universal in relation to a specific social problem. For example, the use of incentives or tax incentives for social enterprises that take care of the employment of persons with disabilities may be more effective than subsidies from the local budget.

It should be noted the absence of separate statistical data on social entrepreneurship both in terms of subjects and from the standpoint of generalizing social needs. Usually, statistical data

of a similar nature are related to indicators of the functioning of the social protection system, or in terms of the implementation of certain areas of social policy. Ultimately, this aspect of the problem makes it difficult to objectively assess the potential of social entrepreneurship, since most of the indicators are substitutes or refer to general guidelines for the implementation of social policy without specifying the contribution to the achievement of results by the subjects of social entrepreneurship. Statistical data in the context of social entrepreneurship, for the most part, are not systematic, which makes it difficult to identify sustainable trends, and are the result of individual studies or special reports [9].

Therefore, in order to improve the state regulation [12] of the development of social entrepreneurship in the period of post-war recovery of the national economy, a complex system of indicators should be formed, the analysis of the dynamics of which enables the institutions of regulatory influence to respond in a timely manner to the real potential of the accumulated social tension caused by the growing scale of stratification of the population by income level and increasing social marginalization.

The effectiveness of state regulation of social entrepreneurship is, first of all, focused on ensuring the appropriate level and quality of life of the population, and can be achieved provided that a complex of multifaceted social factors is taken into account, which determines it and is reflected by a system of comprehensive quantitative indicators of the assessment of the standard of living. Given that the parameters of people's life and their needs are characterized by multifacetedness and diversity, it is impossible to single out a single universal indicator for assessing the standard of living of the population or a certain social group or an individual (household). For this, it is necessary to systematize the characteristics, indicators and parameters, which in their unity will reflect the state of solving social problems, the satisfaction of public needs according to their individual types, the level of life guarantees, as well as the conditions for the formation and distribution of material, spiritual goods and services in the country. In addition, such indicators should make it possible to make international comparisons, that is, to be comparable in terms of their understanding.

Since there are currently no separate official statistics capable of describing social entrepreneurship on a national scale, except for entities of the state social service, when analyzing the functioning of such entities, it makes sense to use the results of the catalog of social enterprises, which was compiled for 2016–2017 [10], published under the project "Social Enterprises in Ukraine" with the financial support of the Western NIS Enterprise Fund. It should be noted that the statistics of the Catalog are also significantly limited by the selection criteria of the relevant subjects

for inclusion in the catalog, the reflection of the self-determination of the relevant enterprises, as well as the nature of entrepreneurial initiatives that have independently defined themselves as social. Among the main criteria that were applied when creating the catalog were: 1) employment of persons from vulnerable population groups (ATO veterans, IDPs, citizens with disabilities, residents of rural areas, etc.); 2) provision of statutory activities at the expense of part or all of the profit (for the development of public organizations, charitable organizations or charitable funds); 3) directing part or all of the profit from the activity to finance the provision of certain types of services to socially vulnerable population groups, financial support of social, cultural or sports events, projects [10].

So, the self-determined business entities, as well as those whose activities are aimed at a certain part of the population, were included in the catalog. For the most part, social entrepreneurship in Ukraine is implemented through the formation of micro- or small business entities, in which up to 5 employees are involved. First of all, this is related to the need to ensure quick adaptability and flexibility in activities, as well as a short process of making current decisions. And this should be taken into account when regulating the processes of post-war recovery of the national economy.

Important directions for substantiating the potential of the development of social entrepreneurship are the creation of new jobs, the amount of estimated annual amounts of tax and other necessary deductions, the amount of approximate profits of the social enterprise, which is important for the post-war development of the national economy of Ukraine.

Due to the lack of a legal framework in the field of social entrepreneurship, statistical records of social enterprises are not kept in the country. Currently, there is no unified register of social enterprises, and there is no official monitoring of their number in the regions of Ukraine.

The analysis of social entrepreneurship in Ukraine [1–4] confirms the conclusion that the main problem of underestimating the potential of this type of business to receive development support is the lack of legal certainty. Such a situation complicates development due to the difficulty of distinguishing social entrepreneurship subjects from other economic subjects. This state of affairs complicates their state support at the stage of formation. The lack of advantages of social entrepreneurship subjects compared to traditional commercial and non-commercial organizations is another obstacle to their development, which makes it impossible to determine the number of social entrepreneurs in Ukraine as a whole or in any of the regions [9].

**Conclusions and suggestions.** Thus, it can be stated that:

1. Social entrepreneurship in Ukraine is only being formed in the national economy as an independent field of activity. Activation of its development in the period of post-war recovery of the national economy requires the creation of appropriate institutions, support and leveling of obstacles. Social entrepreneurship has every reason to become one of the priorities of state social policy after the Victory.

2. Evaluating the development potential of social entrepreneurship, one should agree with the position that the emergence of social entrepreneurship aimed at achieving specific socially significant goals is due to the inability of market mechanisms to effectively solve social problems [11]. The threats and challenges of modern times, which are caused by the coronavirus pandemic and military actions, lead to the need to review the priorities of social development, justify new goals and tasks in the field of social entrepreneurship. Social entrepreneurship is a response to the manifestation of acute social problems, primarily poverty, growing unemployment, deepening of the property stratification of the population in the country, the insecurity of vulnerable segments of the population and people with disabilities, community disunity, war and forced resettlement of people to new territories for them. It is the clear social mission, self-sufficiency and reporting of social enterprises based on the results of their activities that make such entities an active participant in the processes of post-war recovery of the national economy.

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