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## **SMALL BUSINESS AS THE CORE OF MODERN ECONOMICS**

As can be seen from a large number of scientific sources, one of the most priority areas for the development of society is structural changes in the economy, its technological and social orientation. This trend is particularly relevant for post-socialist countries, which are objectively forcibly placed in conditions of transformation of the total systemic processes of the administrative-planned economy.

The processes of restructuring and strategic economic reorientation require a long time, significant investment resources and, most importantly, adequate public policy. At the same time, unfortunately, there are no final recipes already tested by practice or the experience of the transition from command to market conditions of business substantiated by the final results.

In the general framework of market transformation, small and medium-sized enterprises are distinguished. Its rightfully occupies one of the leading places in the formation of the mechanism of market self-development. Therefore, in conditions of destabilization of the economy, limited financial resources, first of all, business entities that do not require large start-up investments are capable, with some support, more quickly and more effectively solve the problems of demonopolization, stimulate the development of market competition.

The revival of the domestic commodity producer, the creation of a civilized domestic market for goods and services depends on the development of small business. Creating new jobs, this contributes to the qualitative growth of local and state budgets through the expansion of the range of solvent payers. Through a more effective reaction to changes in the economic environment, small businesses are much quicker to adapt to new conditions. It is able to quickly rebuild the production process, to establish the production of a new product range, thereby filling in the gaps in the market.

At the same time, the activities of small business entities are mainly focused on meeting the local needs of the population in goods and services.

In general, the importance of the social content of small business is convincingly proved by world economic practice. It can be considered a kind of "survival sector", which brings significant social strata into the sphere of productive activity: those who for various reasons have lost their jobs, retired military personnel, youth, women, able-bodied pensioners. This is especially true in a transition economy with its characteristic feature - a progressive increase in the number of people for whom social assistance is very necessary.

Deprived of social protection by the state, these categories due to entrepreneurial activity can solve the problem of their own survival, becoming independent of state structures.

In addition, as world experience convincingly proves, it is small business that acts as the main source of innovation. More than 60% of new developments are carried out by independent inventors and small companies. This is achieved by specific organizational working conditions in small enterprises. The fact is that owners or managers of small enterprises who take part in the distribution of profits and want to survive in the competition are more interested in new developments and implementation of the most modern achievements of scientific and technical progress than the leaders of a large enterprise with much greater development inertia. Innovation is a direct way to a significant reduction in the cost of the final product, and therefore, an increase in its competitiveness both in the domestic and foreign markets.

Determining the optimal number of small enterprises for the full functioning of the national market system today is quite problematic. This indicator depends on the specific needs of specific goods and services, the level of development of market transformation, and the qualitative characteristics of entrepreneurial structures.

The experience of industrialized countries, such as the USA, Italy, Japan, Great Britain, Germany, France, whose economies have a leading place in the world, illustrates the important role of small and medium-sized businesses. It accounts for up to 90–95% of all enterprises in these countries, 50–60 % of the gross national product. Small enterprises acts as an employer for more than 50 % of the working population. According to international practice criteria, the critical mass of commercial structures for characterizing a farm as a market economy should be at least one operating enterprise for 30–50 residents of a particular territory.

For comparison: the number of small enterprises per 1000 population units (a public indicator of the small enterprises development level) of Ukraine at the end of 2003 was about 5, which is 10 times less than in the EU countries, 16 times less than in the USA.

In 2019, the number of small enterprises in Ukraine is slightly larger than in Europe, but at the same time, their efficiency is 10 times lower. The contribution of micro and small enterprises in Ukraine is only 16% of the gross domestic product. In Europe – twice as much.

According to independent experts, Ukrainian small business today occupies 5–6 % of GDP. But if we take into account the shadow economy, we can say that about 30% of the population is employed in small business. The main activity is trade and services. A few years ago, the construction small business was actively developing, but today it has slowed down.

The ratio of operating small enterprises to the number of registered enterprises decreases annually, and this is also a peculiar feature of the domestic small business sector.

In the transition to market relations in Ukraine, three ways to form small enterprises were identified:

- in the process of privatization of state enterprises;
- in the process of demonopolization, fragmentation of state enterprises;
- Creation of new small enterprises.

Although in the transition period, the third way of turning a private enterprise into Ukraine seems to be the most optimal, real and promising. However, state policy and, above all, the country's tax policy are very passive. In industrialized countries, government bodies act as a tool for regulating the activities of small enterprises and quite effectively solve the problems of targeted development of entrepreneurship, in particular, through a system of tax incentives. And although the system of preferential taxation of small enterprises in different countries is not the same, in general there are several common features:

1. Income tax incentives for enterprises in the amount of the share of investments in new equipment or construction.
2. Exemption from tax on the amount of income spent on the purchase of new equipment for small enterprises in the manufacturing industry.
3. Special purpose funds created from profit are not taxed.
4. Reduction of tax rates on profit of small enterprises.
5. A differentiated approach to income tax, value added tax, income tax.

6. The creation of a tax-free reserve.
7. The use of accelerated depreciation.

In Ukraine, the tax system, unfortunately, acts only as a fiscal way of replenishing the budget, and not as a mechanism of business interest. Moreover, over the past decade, there has been a tendency towards a deterioration of the tax system as a whole, which hinders the development of private equity.

The main conditions for the development of entrepreneurial activity are the elimination of administrative legislative restrictions, the activation of a tax and financial incentive policy for entrepreneurship, the increase of interest in scientific and industrial cooperation, the opening of national economies for the penetration of foreign business, tax and administrative reforms, etc.

With such changes, small business is able to show its potential for self-development, to make a significant contribution to the harmonization of social relations and the economic prosperity of the state. Moreover, it is quite obvious that an entrepreneurial initiative in the system of small and medium-sized businesses can significantly accelerate structural changes in the national economy, stimulate civilized competition, and additional budget revenues. At the same time, new jobs are being created, conditions are being created for improving the socio-economic condition of the population, obtaining an adequate salary, which means the formation of the middle class, the foundation of a stable democratic power.

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## **МОЛОДІЖНІ ЦЕНТРИ ЯК СЕРЕДОВИЩЕ СОЦІАЛЬНОГО СТАНОВЛЕННЯ ТА ТВОРЧОГО РОЗВИТКУ МОЛОДОЇ ОСОБИСТОСТІ**

В умовах децентралізації ядром молодіжної інфраструктури територіальних громад стають молодіжні центри як осередки практичної роботи з молоддю та об'єднання суспільно активної молоді. Напрями роботи молодіжних осередків формуються відповідно до потреб та інтересів молоді населеного пункту, що є основною умовою їхньої ефективної роботи. Сьогодні в Україні вже існує кількасот обласних і місцевих молодіжних центрів і просторів, утворених на базі закладів освіти, культури, фізичної культури і спорту, різної форми власності та підпорядкування.

З метою розвитку мережі молодіжних центрів в Україні при Міністерстві культури, молоді та спорту діє робоча група, діяльність якої спрямована на розробку відповідних нормативних і методичних документів. До уваги також береться досвід здійснення практичної роботи з молоддю, напрацьований в Україні і за кордоном, рекомендації переглянутої в 2003 році Європейської хартії про участь молоді в місцевому та регіональному житті, які полягають у наступному:

– участь молоді в суспільному житті на місцевому і регіональному рівні повинна стати частиною загальної політики залучення громадян у суспільне життя;

– галузева політика повинна містити молодіжний вимір, у зв'язку із цим місцеві і регіональні органи влади мають дотримуватися положень Хартії і забезпечувати на практиці різні форми участі, які визначатимуться за погодженням і спільно з молодими людьми та їх представниками [1].