

COLLECTIVE MONOGRAPH

PROSPECTIVE
DIRECTIONS
OF SCIENTIFIC
AND PRACTICAL
ACTIVITY

Compiled by
VIKTOR SHPAK

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The collective monograph is a scientific and practical publication that contains scientific articles by doctors and candidates of sciences, doctors of philosophy and art, graduate students, students, researchers and practitioners from European and other countries. The articles contain research that reflects current processes and trends in world science.

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DEVELOPMENT OF UKRAINIAN ENTREPRENEURSHIP

The formation of small and medium-sized businesses in Ukraine – a necessary element of a full-fledged market and a mechanism for its self-development – is a complex and contradictory process. On the one hand, it is determined by a wide range of factors, primarily of an economic and political nature, which, moreover, themselves underwent changes in the process of social transformation, depended on the general trends of its socio-economic components. At the same time, the national economy itself was in the process of formation, because until the 1990s it could be considered only in the context of the «unified national economic complex of the USSR», and not as a separate economic unit. On the other hand, the consequences of economic transformations, and this is characteristic of all post-socialist countries, correspond to the depth of political transformations. They depend on the qualitative indicators of the formation of democratic institutions - civil society, legal protection of citizens and all forms of ownership, etc., because in their essence market mechanisms are democratic and can fully function only under a democratic political regime.

The sphere of small business is, first of all, the «people's sphere». After all, the majority of the country's population is involved in it to one degree or another. It can be argued that it is the longest in time, because the entrepreneurial initiative was potentially delayed in the genetic code of the individual-group mentality of the Ukrainian people for many centuries.

Mentality is determined by what is common, which is the basis of the conscious and subconscious, logical and emotional, is the deep source of thinking, ideology and faith, feelings and emotions¹. Forming in a specific geographical environment, its qualitative features crystallize existing political institutions, social structures of society, culture, traditions. At the same time, the mentality itself is an active factor in social development.

1 Boyko O. D. (2014). *Istoriya Ukrainy [History of Ukraine]*. K. : «Akademvydav», 522–525.

The centuries-long absence of its own state significantly deformed the Ukrainian national character, leading primarily to the hyperbolization of external factors in social psychology. Hence – reconciliation with everyday negative phenomena, impatience, lack of healthy ambitions, distancing from personal responsibility. The long-term disunity of Ukrainian lands left a perceptibly negative impression on the culture, traditions, and daily life of Ukrainians, which determined such a painful feature of the national character as the lack of a sense of national unity, regional psychological and value diversity. At the same time, the purposeful destruction and denationalization of the Ukrainian elite, its dominant conformism significantly narrowed the circle of generators of national philosophical ideas, creators of distinctive Ukrainian culture, political leaders and people's leaders. All this strengthened the conservatism of the Ukrainian mentality as a kind of means of protecting acquired national values from implanted external influences, but it also deepened distrust of its own elite.

The long-term functioning of the economic system based on serfdom in Ukraine rallied people to defend their rights, tied them to a specific area, formed the values of dominance of collective interests, not opposing oneself to others. But, in turn, serfdom, combined with other factors, caused the slow pace of economic development, lagging behind the West, the predominance of agricultural production, and the concentration of the Ukrainian population in rural areas. All this objectively sowed the seeds of some inferiority in the social consciousness

The Soviet reality brought tangible corrections to the Ukrainian mentality. For decades, totalitarian economic and political centralization knocked out the concepts and traditions of the market system, open society and democracy in general from the genetic consciousness of the majority of fellow citizens. Scientists of the National Institute of Strategic Studies, when identifying the main features of the mentality of the «Soviet person», first of all focus on the passivity of the person, the lack of will to improve life on their own; feelings of own inability to be active due to incompetence and unprofessionalism, the opposite of which is unmotivated ambition and rudeness; they emphasize paternalism - the habit of transferring the solution of problems to the authorities; on helplessness – hopes for external help in solving them².

Reforming society is always a difficult process. The key to the success of modernization, as world practice shows, lies in the people's ability to synthesize other people's achievements with their own traditions. That is, the newest ideas

2 Vlas'k O., Parakhons'kyy B. & Pyroz'kov S. (1995). Lyuds'kyy vymir : realiyi ta perspektyvy Ukrainy [Human dimension: realities and prospects of Ukraine]// *Polityka i chas*. 2. 33–36.

should be easily and painlessly realized in society, and organically continue and develop centuries-old national traditions. Entrepreneurship on the territory of Ukraine originates from merchants during the time of Rurik, who at their own peril and risk, on the basis of their property and intuition, established trade relations with Byzantium, the Baltic States, Asian countries, etc. Over time, it is gradually transferred to the middle of the country, first in the sphere of trade, later in production. Many scientists cite facts about the fruitful trade relations of Ukraine in the 10th-13th centuries. with Western Europe, in particular, Poland, Scandinavia, France, etc. In the early feudal period, merchants, or as they were then called «guests», were mainly engaged in foreign trade³. Ukraine experienced significant regulation of trade activities by the Poles during their stay in the 14th–16th centuries. as part of the Lithuanian-Polish state. Protecting the interests of his «entrepreneurs», King Casimir closed the way to Ukraine for foreign merchants. Only Poles had the right to trade in Ukraine⁴. In the 17th century, freed from the subjugation of Poland, trade relations with the West were restored, and economic contacts with the Crimea and the Black Sea-Danube countries expanded⁵.

Industry was «born» during the reign of Peter I (end of the 17th - beginning of the 18th century). It is this period that is often called the period of formation of entrepreneurship. For Ukraine, which at that time was already a part of the Russian state, the suppression of entrepreneurial activity by Poland was replaced by the dominance of Russian entrepreneurs. Peter I introduced restrictions for Ukraine on the import of the most important goods. Russians and Germans had privileges in trade.⁶

The first associations of entrepreneurs began to be actively created at the beginning of the 19th century, the first commercial bank appeared in St. Petersburg, the reconstruction of heavy industry began with the involvement of foreign capital. The impetus for this was the Decree of Tsar Alexander I «On free breadwinners», which allowed peasants to redeem their freedom and land. Stimulated the development of entrepreneurship and the abolition of serfdom on February 19, 1861. But on the eve of this decisive act, Russia already had 128 joint-stock companies with a capital of 256 million rubles, more than two hundred factories with several tens of thousands of employees. In the same

3 Lanovyk B. D., Matysyakevych Z. M. & Mateyko R. M. (1999). *Ekonomichna istoriya Ukrainy i svitu* [Economic history of Ukraine and the world]. K. : Vikar., 737; Polons'ka-Vasylenko N. (1992). *Istoriya Ukrainy* [History of Ukraine]. K. : Lybid'. V.1.

4 Polons'ka-Vasylenko N. (1992). *Istoriya Ukrainy* [History of Ukraine]. K. : Lybid'. V.2. 371.

5 Polons'ka-Vasylenko N. (1992). *Istoriya Ukrainy* [History of Ukraine]. K. : Lybid'. V.1. 181.

6 Stetsyuk YE. (1953). *Sotsial'no-ekonomichnyy rozvytok i politychne stanovyshche Ukrainy pislya «vossoyedynenyya» z Rosiyeyu*. [Socio-economic development and political situation of Ukraine after «reunification» with Russia]. K. : Lybid', 273–286.

year, the first private commercial joint-stock bank in Russia was opened in St. Petersburg. In 1870, the All-Russian congress of manufacturers and breeders was held. In 1886, a law regulating relations between businesswomen and workers was adopted, which met all the requirements of international law. In the 90s of the XIX century, a powerful industrial base of entrepreneurship was created in the country⁷.

In the first decade of the XX century, entrepreneurship in Russia became a mass phenomenon, trusts, syndicates, cartels were created. But these positive trends were interrupted by the First World War, and later by the «October» revolution, the Civil War. During the NEP, free enterprise began to revive, and since 1929 it was curtailed and declared prohibited. But its elements always existed in the conditions of the Soviet economy. Let's recall the small shoemaker's «chicken houses», or blacksmiths, or «shacks», or «farmers» of homesteads... - all of them were at that time the sphere of small business, which simply melted in comparison with the greatness of the people's ownership of the means of production and distribution. The attitude of ordinary people to this type of business is interesting. If not to be biased, then we have to admit that we were happy to carry our boots to «Uncle Izzy's booth» and were sure that the work would be done on time and with quality - and this is provided that the system of state workshops was sufficiently extensive. Or let's remember the Sunday «trips» for potatoes to the bazaar, instead of to the state vegetable store, although everything was cheaper there. Only fried potatoes from a kilogram of bazaar potatoes could be prepared much more than from store potatoes. For a long time, people, especially young people, had been forming a double standard: on the one hand, there was a dominant awakened genetic collectivist solidarity consciousness, on the other hand, there is an absolutely background, family, individualistic consciousness. Later, it was the youth who initiated and implemented in the early 1980s the idea of Komsomol youth collectives, youth creative collectives, which later gave rise to the cooperative movement. Legalized TMK (temporary youth collectives) are not yet privately owned enterprises, but collective associations created to implement certain programs and solve specific tasks. The only difference is that the earned money was distributed without state intervention.

There were intermediary organizations that occupied a niche between the customer and the contractor. These organizations did not produce anything, but they received a lot of money. And this was at a time when society called any resale speculation and punished such actions. And here it should be emphasized that

7 Raka YU. I. (1992). .Z istoriyi pidpryyemnytstva [From the history of entrepreneurship] // *Pidpryyemets'*. 1-2. 58-61.

such a scheme of rules, traditions, and laws was deeply rooted in consciousness as a realized element of genetic customs and was supported by the majority of the population. Speculator was one of the most offensive words of that time.

«The perestroika period» can be considered the initial period of gradual legalization of entrepreneurship and the creation of a legal basis for its formation. Analyzing the government's economic policy during the perestroika period, it should be noted its inconsistency and even, to some extent, contradiction, which also played not the least role in the further deepening of crisis tendencies in the economy. For example, in May 1986, the Central Committee of the CPSU intensified the fight against «non-labor income» - summer cottages that exceeded the standards were remeasured and destroyed; persecuted people who «made extra money» by providing their services to others; fines were imposed on grandmothers who sold the results of their labor at vegetable markets, etc. However, six months later, in November 1986, the opposite content of the USSR Law «On Individual Work Obligation» was adopted, which legalized the private initiative, albeit partially. However, the boundaries of the legal private sector covered no more than three dozen items (mainly in the field of public catering). Entrepreneurs were taxed at 65%. In fact, there was no credit system, and the private sector often served to «launder shadow capital.» And yet it was already a real step forward, the first step to the market, a kind of school of free entrepreneurship in the system of command economy⁸.

But it would be wrong to assume; that the development of new cooperatives took place without any problems. The rapid growth of this sector – with a sharp increase in the circulation of funds that went beyond the control of the state - caused certain categories of citizens, especially party functionaries, some government leaders, official financiers, to want to limit and control the income (profit) of cooperators. It should also be noted that most of the cooperatives of that time were created «within or at» state enterprises, scientific research or project organizations. Cooperatives sold a significant part of their products and services under contracts to state enterprises and institutions, which were settled from the funds formed in accordance with the chosen model of state self-sufficiency, in a cashless form of settlement, without touching their own funds for remuneration and bonuses. It is natural that cooperatives received funds for the work performed, which allowed them to stimulate their employees for the quality of products and the urgency of work at a higher level than at state-owned enterprises.

8 Aleksyeyev YU., Kul'chyts'kyy S. & A. Slyusarenko. (2000). Ukrayina na zlami istorychnykh epokh [Ukraine at the turning point of historical eras]. K. : EksOb. 16–20.

The new stage of perestroika economic transformation was associated with an attempt to somehow breathe life into state-owned enterprises, providing them with opportunities for certain independent actions, provided that centralized directive planning is preserved. At the same time, having gained some independence, state-owned enterprises began to avoid the production of «unprofitable» products, which became a disaster for the planned economy, deepened the process of debalancing the national economy, created a deficit of the state budget, and uncontrolled growth of wages that were not provided with goods and services.

In mid-1989, the existence of a crisis became obvious. The government began to make attempts at economic reform of the country. A course was taken to denationalize the economy, pluralism of forms of ownership, etc.

However, despite the obvious negative socio-economic picture, it was during the perestroika period that the foundation of the legal framework for entrepreneurship was laid. The state began to change the legal system, and therefore to change the limits of everyone's freedom, defined the boundaries of liberal intervention in certain economic spheres (primarily in the sphere of small business).

Changes in Western Europe, the «opening» of the borders of the USSR, the possibility of practically free travel to the nearest neighbors, the countries of the former social camp, inspired ordinary citizens, encouraged profitable trade with foreigners, the so-called «shuttle business», which, of course, also contributed to the strengthening of the gap with the ethics of solidarity, with common goals and collectivism. Young «businessmen» broke out en masse, freed themselves from the darkness of outdated traditions. They began to create their groups, their networks of interaction, branched structures throughout the country.

The set of actions of people who broke out of the usual system contributed, albeit unconsciously, to the construction of a more complex and more coherent order that went beyond her own worldview or the worldview of her contemporaries. Collectivist customs began to get in the way, to contradict the goals of individualists or small groups, which encouraged the development of individual initiative. A system of private enterprises, limited liability companies, joint-stock companies, etc. began to be created.