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*Volodymyr Savchenko, Mykhailo Dolhopolov***STIMULATION OF SMALL BUSINESS AND WAYS TO STRENGTHENING***Володимир Савченко, Михайло Долгополов***СТИМУЛЮВАННЯ МАЛОГО ПІДПРИЄМНИЦТВА ТА ШЛЯХИ ЙОГО ПОСИЛЕННЯ***Владимир Савченко, Михаил Долгополов***СТИМУЛИРОВАНИЕ МАЛОГО ПРЕДПРИНИМАТЕЛЬСТВА И ПУТИ ЕГО УСИЛЕНИЯ**

The modern Ukrainian policy of state support of small business, its influence on qualitative and quantitative indicators of entrepreneurs' activity is estimated. Deficiencies of some elements of the incentive mechanism are determined, and proposals for its improvement are presented. The mechanism for evaluating state programs has been analyzed and additional indicators of its effectiveness have been proposed.

Key words: *The effectiveness of government programs; government support; market infrastructure; small business; small business.*

Fig.: 1. Tabl.: 2. Bibl.: 10.

Оцінена сучасна українська політика державної підтримки малого бізнесу, її вплив на якісні та кількісні показники діяльності підприємців. Визначено недоліки деяких елементів механізму стимулювання, надано пропозиції щодо його вдосконалення. Проаналізовано механізм оцінки державних програм та запропоновано додаткові індикатори його ефективності.

Ключові слова: *ефективність державних програм; державна підтримка; ринкова інфраструктура; мале підприємництво; малий бізнес.*

Рис.: 1. Табл.: 2. Бібл.: 10.

Оценена современная украинская политика государственной поддержки малого бизнеса, ее влияние на качественные и количественные показатели деятельности предпринимателей. Определены недостатки некоторых элементов механизма стимулирования, представлены предложения по его совершенствованию. Проанализирован механизм оценки государственных программ и предложены дополнительные индикаторы его эффективности.

Ключевые слова: *эффективность государственных программ; государственная поддержка; рыночная инфраструктура; малое предпринимательство; малый бизнес.*

Рис.: 1. Табл.: 2. Библ.: 10.

JEL Classification: E60

Problem setting. Without developed sector of small business, economic growth of small business of any country becomes considerably complicated, however, without support from the state it can hardly function. That's why in the developed countries of the world, significant attention is paid to the policy of stimulating of entrepreneurship development. In Ukraine, quality mechanism of support has not been formed yet, current policy does not provide achieving the set goals. It should be noted, that our state is in difficult political-economic state that stipulates financial resources limitation. In this situation, the issue of efficient use of available funds becomes more acute.

Analysis of recent researches and publications. To the issue of state stimulating of small entrepreneurship stimulating, significant attention was paid in the works of such domestics and foreign scientists-economists: A.S. Donskykh, V.I. Tymoshenko, K. Arrow, L.S. Vasylieva, L.T. Shevchuk, M.G. Pyvovarov, M.A. Kozlov, R. Coase, O. Williams, O.V. Popelo and others.

Defining of not solved before parts of general problem. Notwithstanding considerable amount of scientific works devoted to the development of small entrepreneurship, issue of increasing its efficiency is left to be urgent, especially in the conditions of budget deficit.

Objective of the article. Objective of the article is analysis of the state policy of small business, submitting offers concerning increasing its efficiency, as well creating control indicators.

Statement of main material. World experience states about feasibility of performing the policy of entrepreneurship development. It is proved from different points of view, including economic, since having support from the state, significant number of economic objects is formed and developed. Its economic sense lies in that fact that on account of tax revenues from newly created business to State budget, there will be repaid many times more as previ-

ously involved funds. Policy of favoring small entrepreneurship development should be considered as separate single system of state regulation, because it influences considerable amount and specific by its nature sector of economy – small business.

Depending on the development level of this or that country, two types of policy of business development can be determined. The first one is characteristic for poorly developed countries or those that are in the process of development. It is characteristic by predominance of administrative tools, for example limiting of definite products import, or, what is more popular, using additional taxes. Disadvantage of this type is that by creating barriers, the importers as a feedback create analog barriers for entrepreneurs-residents that complicates their foreign economic activity.

The other type is grounded on the market principles and takes place on account of creating auxiliary infrastructure and programs of state financing. The components are informational-consultative establishments, scientific-technological centers, business-incubators and other institutions, the main aim of the activity of which is supporting development of small business. Among the mentioned objects, we should define business-incubators that received recommendation as one of the most efficient mechanisms of support. Due to that, by elaborating the state programs of business development, the developed countries put stress namely on them [9, p. 123].

Concerning financial support, than it takes place on account of preferential lending, partial compensating of banking interests and part of leasing and factoring payments. As well, the state can guarantee loans payback that allows to decrease creditor's risks, and so the funds amount. In some countries, this method of financing as a system of state grants acts actively, but that concerns business that works in priority or perspective branches of economy.

The Ukrainian businessmen point out availability of significant problems and barriers that prevent them from working and developing normally. The main of them are: inefficient regulating of business environment; inefficient level of the right for intellectual property protection; weak level of auxiliary infrastructure development; inappropriate financing the entrepreneurship programs; excessive bureaucracy, etc.

These are only the most acute problems, however, even considering them, we can state about the existing necessity to support by the state and local authorities [10, p. 169–170].

Current support of small business in Ukraine is mostly performed on account of various information-consultative establishments functioning. There, one can get information concerning various aspects of business conducting. However, it is mostly general and does not give businessmen the opportunity to find out definite priorities and obstacles at once.

One more out of actively used tools of support are organizing topic meetings and fairs that give the opportunity to present own products and find new clients. Meetings with other entrepreneurs allow to get partners and in cooperation to accelerate business development, innovations introducing, etc. It should be noted, that insufficient level of information spreading concerning these events conducting does not allow to take part in them for all who wishes [5].

Notwithstanding the popularity and justification of business-incubators activity, in our state, they are not actively used. Though, if to consider official data, we have 79 registered incubators, but mostly “work” only on paper. Actually functioning can be called only a dozen and a half of them. Insufficient development of these institutions is connected with the following legal and economic factors: lack of legal legislation of activity, stimulating their origin; deficit of own financial resources; unstable state policy in attracting investments into development; underdevelopment of venture financing systems; lack of workability of efficient mechanisms of innovations transfer into industry.

Deficit of funds significantly narrow opportunities of financial support of the entrepreneurs. Mostly, it means loans submitting on concessional terms. International organizations that conduct own programs and open credit lines in domestic banks somewhat improve the

ГАЛУЗЕВИЙ АСПЕКТ РОЗВИТКУ НАЦІОНАЛЬНОГО ГОСПОДАРСТВА

situation on small business crediting. First of all, it is the European Bank for Reconstruction and Development, the World Bank, German-Ukrainian Foundation and others. Herewith, it is necessary to consider that these organizations set requirements which the recipient should correspond to. For example, in a joint program of the Ukrainian government and the European Bank for Reconstruction and Development. It is defined that the borrower should successfully operate for more than 2 years [2].

We can state that one of the most important problem by forming the domestic policy of small entrepreneurship development are quite narrowed financial opportunities of the budget. In these conditions, there arise understanding of the necessity of their rational use. That's the issue of budget programs including programs on supporting small business development.

Efficiency of state support is an achievement of planned purposes by minimal involving of material and non material resources and receiving maximal effect from using allocated by state funds [4].

They distinguish the following types of state support of small business support (Fig. 1).

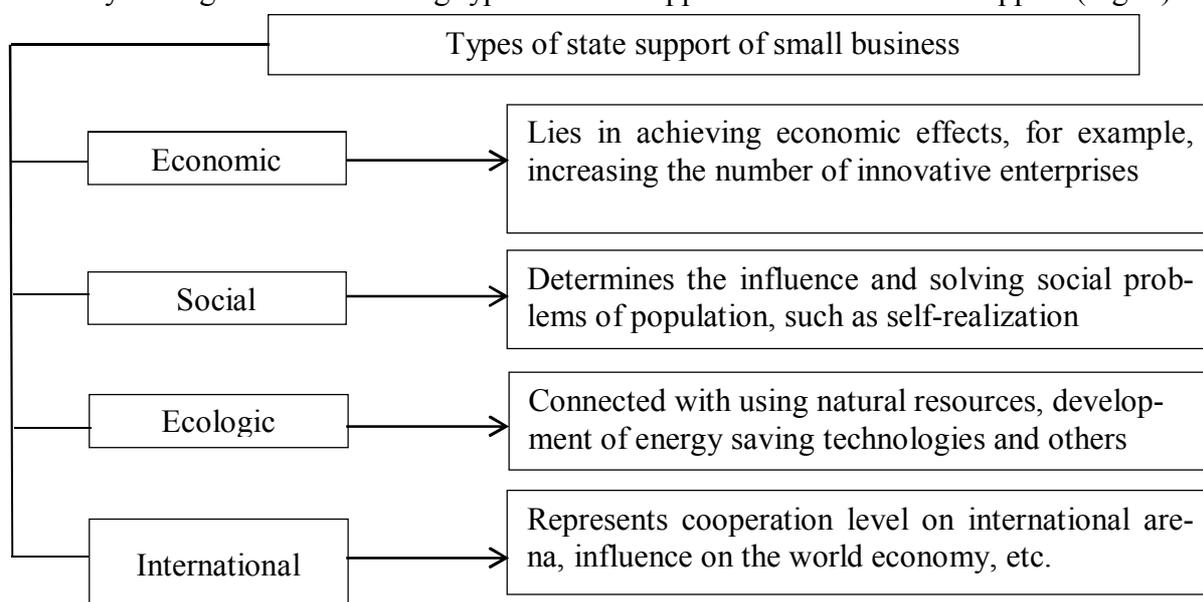


Fig. 1. Types of state support of small business

Source: compiled by the author on the grounds [6].

Thus, efficiency of budget policy of small business support is not only limited to evaluation of economic indexes, it has wider essence and covers practically all spheres of life of population.

Under the domestic legislation is defined that the main controller for target use of budget funds is State Audit Service of Ukraine [1]. But it should be noted that target use of the resources does not always provide efficiency of the state programs and achieving of the determined purposes, since there exists considerable opportunity of the legal use of the funds without influencing the sector development.

Efficiency evaluations is complicated by lack of single and generally accepted criteria. Under these conditions, accordingly to methodological recommendations concerning audit of the budget programs efficiency, the controlling body together with main routine define the most important to their point of view indexes that can characterize level of the set purpose achieving of the budget program. Then, the controllers out of various spheres are able to estimate different parameters, that deforms general presentation of the budget programs efficiency in the country in the whole. After all, by the same achievements, one regions shall report about high-quality work and the others – no. That's why, it is necessary to form clear for all indicators that shall define all types of the state program efficiency [4].

According to the Order of the Ministry of Finances of Ukraine about resultative indexes of the budget program [9], only general criteria of evaluation are submitted, such as: cost indicators; product indicators; efficiency indicators; quality indicators.

First group of indicators characterizes the amount of involved for performing resources program. Expenditures are distributed for the elements and create the structure of expenditures and give the opportunity to analyze profoundly the managers' work. For the budget programs on supporting small business, this structure is formed out of the expenditures for preferential loans, partial reimbursement of leasing payments and bank interests, expenditures for organization and performing of various events.

Product indicators represent results of the main manager activity and show the amount of submitted services to the users, for example number of issued target loans, conducted educational events, consultations, etc. In case of business-incubators, this indicator can become number of entrepreneurs that have passed incubation.

One of the most important indicators of the budget programs implementing are efficiency indicators. They estimate rationality of the budget funds use, right choice of one or the other tool, measures diversification, etc. We can relate to them correlation of expenditures for administrative apparatus maintenance up to general financing amount. As well, it feasible to compare average amount of target loan and partial reimbursement of banking interests, since in case of one prevailing, it more rational to increase the amount of target crediting that shall allow to save budget funds.

The last but not least important group of the indicators – quality indicators. They estimate the process of the goal achieving and performing the tasks of the budget program, compliance of the submitted services to the set standards, show qualitative changes in economy and in social life, etc. It is feasible to relate to them the following indicators: number of the newly created enterprises with the help of the state program; change of the produced goods amount and services submitting to small business subjects; structural shifts in sphere of the enterprises activity; decreasing of unemployment level on account of population employment on the enterprises that took part in the state program; influence on the part of small enterprises in forming of the added value; level of tax revenues increasing to the budgets of all levels from small entrepreneurship, etc. [8].

It should be stressed that by analysis of the budget program efficiency of small business development, it is necessary to take into consideration other factors as well that influence on its activity. We can relate to them information processes in economy, development of new technologies and methods of labor cooperation etc. As well, various international organizations constantly work in Ukraine that support small and medium business. It is feasible to note their important role in entrepreneurship development in our state.

In conditions of the limited access to the data about the expenditures amount for conducting programs on entrepreneurship development, they can be analyzed with difficulty. We can conduct the estimation of the programs with the help of quality indicators. However, the issue of information openness should be immediately solved not only that the controlling authorities have opportunity to analyze the budget programs but as well other persons, including scientists economists. That shall give the opportunity for the scientists to conduct own researches and on the base of them to form propositions concerning policy of support improvement. Due to that, the state authorities receive expert evaluations and, introducing available recommendations, shall increase the efficiency of the state resources use, that shall accelerate small business development and economic growth of the country in general.

In table, dynamics of the representatives number of small business and number of employed in it population is presented.

Table 1

Dynamics of the indicators of small business state

Indicator	2010	2011	2012	2013	2014	2015
Number of the economic subjects, thousands pcs	2162	1679,1	1521,3	1646,9	1869,4	1958,4
Number of the employed workers, thousands pcs	4958,6	4442	4285,2	4291,2	4115,2	3838,7
Share of the employed workers in the small business sector, % from the total amount	46,03	43,7	43,03	44,12	46,78	46,93

Source: compiled by the authors on the data base [7].

According to the data of the table, number of small entrepreneurs in 2015 in comparison with 2010 decreased nearly for 204 thousand. That was influenced by significant shortening of their number in 2011 and 2012, however already in 2013, the number nearly came back to the level of two thousand eleven and further the increase was going on. The number of the employed persons in this sector also decreased, but their share in general amount of the workers for the recent 5 years somewhat increased. That situation was due on account of general decreasing of the employees number at the enterprises of all levels.

By implementing the policy of stimulating business development, it is necessary to consider the priority branches for Ukraine, as well the tendencies on the world market. It is necessary that the domestic enterprises could produce competitive products and sale it not only on the domestic market, but on the foreign one as well. Taking into consideration that fact that nowadays in domestic export raw and products of low level of processing prevail, it is necessary to focus efforts on assistance for the entrepreneurs that sale goods with high level of added value. Table 2 comprises the data concerning transformation system of the sold by small business goods.

Having analyzed the Table 2, we can make the conclusion about definite improvement of the indexes. Share of agriculture, forestry and fish farming increased nearly 3 times, that is especially positive, taking into consideration that agriculture is included in the priority branches of development. Taking into consideration high level of added value, the goods produced by industrial sector, increasing of its share for 2.5 % positively influences on our sector structure and economic state in general.

Geographic position of Ukraine was composed in such a way that it connects Asia and Europe, and that's why has good opportunities for logistic services development. Though its share increased to 5.13 %, the potential is not fully used. One of the braking factor of the representatives of small business participating in the branch development is a necessity of significant investments. However, considering quite wide set of the services that are comprised in logistics, as use of geographical advantages of the country can become finding the narrow niche and development inside it.

In the world economy, IT-industry becomes more and more significant. Domestic IT-engineers have already become the recognized specialists, and share of their services export in general amount becomes more significant. But, considering increase of the share nearly twice, the above mentioned factor requires additional support from the government, since IT-industry is one of the most perspective and its development shall allow Ukraine to strengthen its positions on the international arena.

In general, amount of the sold by the subjects of small business products continuously grows and at the end of 2015 it made UAH 1 318 974,1. However, this is a general tendency of growing, and its share in goods selling is left unchangeable and comparing with 2010, it increased only for one percent – to 23.04 %.

Table 2

Dynamics of the sold goods structure (services providing) by the subjects of small business, %

Type of the economic activity	2010	2011	2012	2013	2014	2015
In total	100	100	100	100	100	100
including						
agriculture, forestry and fish farming	3,37	4,82	5,87	5,75	7,26	9,67
industry	8,67	9,30	9,64	10,22	10,34	11,05
construction*	5,37	5,64	6,61	5,98	4,92	5,38
wholesale and retail trade; repair of auto transport means and motorbikes	62,11	59,85	55,53	54,27	53,65	49,39
transport, warehousing, postal and courier activity	3,98	4,40	4,82	4,90	4,87	5,13
temporary allocation and organizing feeding	1,10	1,15	1,34	1,47	1,28	1,21
information and telecommunication	2,63	2,91	3,02	3,30	4,12	5,06
financial and insurance activity*	1,71	1,50	1,14	0,99	0,88	1,06
real estate transactions	3,41	3,19	4,07	4,35	4,35	4,09
professional, scientific and technical activity	4,11	3,67	4,30	4,42	4,19	4,44
activity in sphere of administrative and auxiliary servicing	2,01	1,99	2,02	2,05	1,94	2,02
education	0,13	0,14	0,17	0,19	0,17	0,17
health protection and social assistance provision	0,35	0,39	0,41	0,45	0,42	0,41
art, sports, entertainment and recreation*	0,17	0,21	0,23	0,13	0,11	0,27
provision of other types of services*	0,88	0,84	0,83	0,19	0,16	0,67

* data for 2013 and 2014 were given without considering the results of individuals-entrepreneurs activity

Source: calculated by the authors on the data base [3].

ГАЛУЗЕВИЙ АСПЕКТ РОЗВИТКУ НАЦІОНАЛЬНОГО ГОСПОДАРСТВА

Thus, it can be argued that support for the development of small business in our country yields certain results, but it has some disadvantages that hinder the achievement of the goals. The main problem is the lack of funding, and therefore it is necessary to increase the efficiency of the available funds use.

It is possible to improve the management of the allocated resources due to their directing into the well-grounded projects. One of the areas is business incubators, but the criterion for their quality is not the number of establishments, but the number of the entrepreneurs who successfully passed the incubation process and continued to grow beyond their borders. A preferential loan or a partial reimbursement of bank interest may be the development of leasing, which ensures the targeted use of funds and reduces the risk of fraud by service users.

Information and consulting services can be provided remotely via the Internet. It is advisable to involve senior students in counseling, which will enable them to acquire practical skills and improve their position in the labor market. One of the problems with the low activity of the meetings and the business fair is the lack of awareness of these events. Taking into account that a powerful entrepreneurial initiative is formed in youth, it is expedient to place information in places of its concentration, as well as in social networks, which does not require significant financial expenses.

Since one of the most important issues at the beginning of any business activity is the choice of the sphere of the activity, it is expedient to carry out market research of the market and inform about their results of entrepreneurs. In our opinion, this measure will significantly reduce the number of bankruptcies among young businessmen and will allow the development of really necessary and promising sectors of the economy.

Conclusions. Small business is an important element of the economy of any country in the world. A large part of the population is occupied in this sector, and in some countries it produces most of its GDP. Small entrepreneurship plays not only a significant role in the economy, but also in social life of the country, because it reduces social tension, allowing each citizen to self-realize. At the same time, it is one of the most vulnerable business entities, and because of that as nobody else needs support from the government.

There are problems in the state development of entrepreneurship, the most important of which is the lack of financing. Therefore, the question of the effectiveness of the available funds use is acute. However, in assessing the activities of the key managers on the part of the controlling bodies, there are significant disadvantages. So, in the absence of the well-established assessment indicators, it is difficult to investigate the rationality of the funds use, and therefore it is urgent to form a list of the indicators on the basis of which the development program will be analyzed. It should be noted that they should be substantiated and cover all aspects of the policy of stimulating small business. This will provide high-quality assistance and accelerate business development and the country as a whole.

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ГАЛУЗЕВИЙ АСПЕКТ РОЗВИТКУ НАЦІОНАЛЬНОГО ГОСПОДАРСТВА

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Savchenko Volodymyr – Doctor of Economic Sciences, Professor, Honored Economist of Ukraine, Professor of Economic Theory, Chernihiv National Technological University (95 Shevchenka Str., 14027 Chernihiv, Ukraine).

Савченко Володимир Федорович – доктор економічних наук, професор, заслужений економіст України, професор кафедри економічної теорії, Чернігівський національний технологічний університет (вул. Шевченка, 95, м. Чернігів, 14027, Україна).

Савченко Владимир Фёдорович – доктор экономических наук, профессор, заслуженный экономист Украины, профессор кафедры экономической теории, Черниговский национальный технологический университет (ул. Шевченко, 95, г. Чернигов, 14027, Украина).

Dolhopolov Mykhailo – student of financial and economic department, Chernihiv National University of Technology (95 Shevchenka Str., 14027 Chernihiv, Ukraine).

Долгополов Михайло Григорович – студент, Чернігівський національний технологічний університет (вул. Шевченка, 95, м. Чернігів, 14027, Україна).

Долгополов Михаил Григорьевич – студент, Черниговский национальный технологический университет (ул. Шевченко, 95, г. Чернигов, 14027, Украина).

E-mail: dmihailg@ukr.net