FORMATION OF SYSTEM OF MANAGEMENT OF ENTREPRENEURIAL ACTIVITY AT THE REGIONAL LEVEL

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At the present stage of development of economy of regions of Ukraine in terms of decentralization of power and the formation of the new unified territorial community, the business sector of regions require special attention from the state authorities, since changing institutional conditions of its functioning, which is a complex logistical problem that requires a detailed study and provide naukovovirobnicha recommendations for improving the system of business management.

Support mechanisms for business development can be classified according to various criteria. In our view advisable to distinguish administrative-legal, economic-financial, information consultancy and social support mechanisms for business development in the region. In each group of mechanisms planned, market and mixed methods of influence on the development of the business.

The first step in the system of management of entrepreneurial activity is the introduction of regional target programs of support of business. Implementation of programs will support viable economic structures which meets the objectives and directions of development of the region. Financial support for such programs should be carried out at the expense of local budget funds, existing dedicated funds, public funds, international financial institutions. The regional support programme will ensure the implementation of favourable conditions for formation and development of entrepreneurship [1-3]:
- the formation of the informational and consulting environment for a comprehensive service enterprises, and providing feedback evaluating the effectiveness of legislative and normative acts;
- provision of free access of entrepreneurs to legal, regulatory, marketing, scientific, technological, commercial information in the process of creation and functioning of small enterprises;
- creating a system of providing loans and financial assistance, mediation in contacts with investment funds, foreign investors;
- implementation of effective system of training and retraining for business activities, which will help to cover training not only entrepreneurs, but also those who are just starting their own business;
- the development of promising forms of financing (leasing, insurance, bills and the like);
- creation of a system of logistical support entrepreneurship through the provision of production space, non-residential premises of municipal ownership, allocation of land plots;
- the development of promising forms of financing (leasing, insurance, bills and the like);
- formation of the infrastructure environment for activities of small business;
- organization of comprehensive support of small entrepreneurship in the sphere of production of goods and services.

The implementation of these objectives requires the solution of a whole complex of organizational and economic tasks, the main of which are: improving the regulatory environment; improving the effectiveness of dialogue between business and government; development of innovative infrastructure of the business; a “reboot” of the existing infrastructure of business support; development of industrial parks and clusters; facilitating access to financial resources; improving staffing in the business sector and attract young people to entrepreneurship; strengthening the management skills of small and medium enterprises; creation of conditions for civilized promotion of business interests at the regional level; improving the image of entrepreneurship and increase social responsibility of business; facilitating the expansion of small and medium businesses on the markets of other regions within the state and to international markets.

Indicators of change the role of the business sector in the economy of regions of Ukraine will serve as such indicators as: the number of small and medium enterprises; number of employees in small and medium-sized enterprises; the real volume of sales of subjects of small and average business, the share of sales of businesses of the total volume of sales of all entities; the share of expenditure of enterprises on innovation activities of the gross regional product; the share of innovative enterprises; the share of exporters among small and medium-sized enterprises; the share of exports in product sales of small and medium enterprises[4].

References: