

УДК 330.341

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DIRECTIONS OF DEVELOPMENT OF THE POTENTIAL OF SMALL INNOVATIVE ENTREPRENEURSHIP IN UKRAINE

Achieving the goals of sustainable development of the national economy in the conditions of martial law is largely due to the optimization of the state policy regarding the support of entrepreneurial activity. Increasing the efficiency of using the innovative potential of small businesses in the region can contribute to the formation of innovative development in the territorial structure of the national economy.

Today, when the small business of Ukraine is in difficult conditions of the geopolitical situation in connection with the Russian war, the escalation of trade conflicts, it is extremely important to create a favorable climate in the country for the development of small innovative businesses, the production of high-quality goods, an increase in exports, a reduction in the import of goods, etc.

It should be noted that today effective use of the innovative potential of the national economy is impossible without strengthening the role of local self-government bodies in this process. In today's conditions, the growth of innovative small enterprises is one of the priority directions in the economy of the developed countries of the world. For example, the European Union supports small businesses and entrepreneurship through a wide range of programs, as they make up the largest share of EU businesses and provide many jobs and turnover. Small entrepreneurship is also an important component for the EU's regional competitiveness, as small businesses often operate at the local level, thus playing a crucial role in a strong regional economy [2].

In addition to financial assistance, the EU offers various types of business support, such as information, advice, training, and significant and crucial support for the development of small innovative entrepreneurship through regulatory changes, such as the removal of obstacles to cross-border trade and the simplification of administrative procedures, as well as ensuring access to financing, since small enterprises face the greatest difficulties in obtaining financing for their innovative activities. Various financial instruments (such as loans and micro-credits) provided by the European Investment Bank and the European Investment Fund are available through local financial intermediaries that offer loans to small businesses on preferential terms. Finally, SMEs can apply directly for funding under programs managed by the European Commission, such as Horizon 2020, COSME (Competitiveness of Enterprises and Small and Medium Enterprises) and others, in areas such as environment, transport, research and innovation [2].

The adoption, improvement and strengthening of legislation in the direction of the implementation of several strategies, concepts and sectoral state programs aimed at adapting the country's economy to the global economic system is the basis for the development and support of small innovative entrepreneurship in the EU.

Analyzing the experience of the EU in Ukraine, it is necessary to ensure a complex of institutions (legal, political, economic, financial, organizational, educational, etc.) that establish conditions for the implementation of effective innovative activities of small businesses. Thus, the first and necessary direction for the development of the potential of small innovative entrepreneurship in Ukraine is the formation of a favorable institutional environment.

References

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УДК 338.339.5

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ЗОВНІШНЬОЕКОНОМІЧНА ДІЯЛЬНІСТЬ ПІДПРИЄМСТВ МАЛОГО ТА СЕРЕДНЬОГО БІЗНЕСУ

Зовнішньоекономічна діяльність в контексті підприємств малого та середнього бізнесу представляє собою складний та багатогранний процес, який має значний вплив на їхню конкурентоспроможність та розвиток у глобальному економічному середовищі. Здійснення зовнішньоекономічної діяльності відображається у багатьох аспектах, включаючи торгівлю товарами та послугами, інвестиційну активність, залучення фінансових ресурсів, технологічний обмін та співпрацю у науково-дослідницькій сфері [2, с. 134].

Можна виокремити такі головні функції зовнішньоекономічної діяльності підприємств малого та середнього бізнесу:

загальногосподарські, які полягають у виборі стратегії експортної діяльності та виробництва продукції, робіт та послуг, а також налагодження виробничої співпраці із внутрішніми партнерами;