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INTERNATIONAL REGULATORY EXPERIENCE BUSINESS ACTIVITY

***Abstract.** The article considers the peculiarities of the state support of entrepreneurial activity in different countries, generalizes the experience of a small and medium-sized business participation in the development of high-tech sector of economy.*

***Key words:** entrepreneurship, small and medium business, innovations, state policy, business structures.*

INTRODUCTION

In the 2019 World Bank Rating Ukraine ranks only 71st in terms of doing business at ease among countries with income grouping above average. The top three countries including high-income countries appear to be- New Zealand at first, Singapore at second, Denmark – third, Hong Kong SAR and China – share the fourth place and accordingly Korea REP. ranked fifth. At the same time an important role in the structural and technological renewal of the economies of already developed and developing countries is played by the most flexible form of business organization – it is the small and medium business.

The structure of Ukraine's economy and all of the countries in the European Union are characterized by a large proportion of the small and medium businesses – more the 80%. Medium-sized enterprises in foreign countries are distinguished by high labor productivity and innovative activity – the volume of investments in the research and development work of average-sized enterprises is one of the highest. The structure of employment in small and medium enterprises in Ukraine and the EU countries also has its own characteristics. For example, the number of employed employees in micro-enterprises in the EU is almost three times as much than in Ukraine. At the same time the number of employees in medium-sized enterprises in Ukraine exceeds 2.3 times in EU countries [2, 3].

The economy of innovation-oriented countries is dominating by the provision of business services, where competitive advantages are built on information and communication technologies and high innovation activities. The highest rates of business involvement in high-tech sectors of the economy are located in Japan, Sweden, Norway, Israel and Luxembourg, the lowest rates are in Panama, Zambia, Colombia and Suriname.

The international entrepreneurial experience shows that the creation of the technological platform for the advancement of small high-tech enterprises in advanced sectors of the economy significantly increases the competitiveness of the economic system and it also reduces the possible threats of an industrial downturn during periods of global financial economic crises.

To stimulate the evolution of the high-tech sectors of the economy reorientation of the current state policy and minimization of the support for the export-raw material sphere, which allows moving to the innovative type of an economic development. That is why the formation of the foundation of a mixed economy which will insure the gradual renewal of the structural and technological potential of Ukraine requires the development of the sphere of innovative small and medium businesses as one of the main catalysts for scientific and technological progress.

Unfortunately today in Ukraine there is an insufficient support for the growth of small businesses, but the government is taking steps to overcome this issue. For that reason, in order to assist the improvement of the businesses infrastructure including the provision of financial, logistical, informational, scientific, technological, advisory, marketing, personnel and educational support to businesses entities, this is one of the main reasons requiring solutions at the state level are governed by the degree of the Cabinet of Minister of Ukraine “On approval of the Concept of the National Program for the development of the Small and Medium-Sized Businesses for 2014-2024”[4]. In order to ensure the sustainable development of the Ukrainian economy, research and implementation of international experience in the growth of small and average-sized businesses are of major concern, which directly determines the degree of development of the state’s as a whole.

Small and medium-sized businesses in developed countries represent middle class, which serves as the basis for this table of development of the economy. Even weekly developing countries namely with the growth of the small and medium-sized businesses made a big economic breakthrough (for example Taiwan, Singapore, Indonesia and etc.) Small and medium-sized businesses in Europe are the basis of the socio-economic development of the EU. In the European Union there are more than 20,000,000 small and medium-sized enterprises which account for more than half of the total turnover and value added. The number of employed people in small businesses in Europe is about 70%. The highest amount of small enterprises was created in commerce, construction and food industry [3, 5].

In the West, the development of small and medium-sized businesses is at fast rates, since the government of support carries out such structures at the federal level. For example, the US government provides diverse support to the small business through various activities and the House of Representatives USA; small business center of the Ministry of Commerce; special subdivisions and target programs of assistance to certain groups of enterprises in the other ministries and government departments; Chamber of Commerce; business associations; special state support agencies; Small Business administration (AMB), created as a government body to protect the interests of small enterprises in 1953.

Stimulating government policy for small and medium-sized enterprises (the so called “mittelstand”) carries out German Government. “Miteddschtand”-“middle

layer”. Measures to support small and medium-sized businesses are aimed at insuring appropriate conditions for competition “mittelstand” are regulated by the state and are based on the principle of providing assistance and stimulate the development of “self-help” to such structures. The main legislative act in this case is the Cartel Law, first introduced in 1957.

Government’s support for small businesses in France is a system of measures that cover almost all aspects of the vital activity of business structures: creation, production, commercial activity, finance, investment, innovation and other areas. Small and medium enterprises in France account for 99.9% of the total numbers of firms producing almost 50% of GNP and concentrate almost 2/3 of the employed population [5]. This system is considered one of the most developed and most complex among Western countries (except the USA). For the development of the business structure of France, it can get 1,500 types of assistance from the state. At the same time, the state, on the one hand, acts as a guarantor and chief guarantor to banks and also participates in the formation of enterprises’ funds.

The government of Spain especially supports those small business that are actively involved in the social policy of the country by creating additional; jobs for socially unprotected citizens. The largest share of small enterprises in Spain works in the agricultures – up the 80%, in other industries such as construction, industry, ship building, and the share of small enterprises is about 25-30% [5]. Spain’s small business development programs are based on European programs operating in most European countries. Structures that protect the interests of small and medium-sized businesses are common in Spain: the Small Business Association and the Chambers of Commerce. Branches of these structures are located in every city in Spain.

Interesting experience in regulating small and medium – sized businesses in the Scandinavian countries. For example, the Kingdom in Denmark, which according to the information of the Doing Business agency in 2019 [1; 2] out of 190 countries of the world on the availability of starting a business ranks third, and among European countries the first. There is practically no corruption on the country; transparent tax, legal and judicial system, as well as minimum of bureaucracy and government restrictions, which allows you to open and conduct business very simply and as efficiently as possible. For example the state program “Start-up Denmark” allows any foreigner to obtain a residence permit and register his own company in Denmark [5].

Thus, the business structures of small and medium-sized businesses are a key element in the development of the economies of the leading countries of the world. Implementation of small and medium-sized businesses of their important economic and social role is possible only in conditions of a balanced state policy of a comprehensive support for this sector of the economy, which is an independent component of state economic policy in many countries of the world. In these countries, there are a number of legislative acts that regulate the complex issues of support to the small and medium-sized businesses, a system of state programs of financial, technological, foreign, economic, consulting, personnel assistance to businesses developed.

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FORMATION OF COMPETITIVENESS OF ECOLOGY-ORIENTED ENTERPRISE

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ФОРМУВАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ЕКОЛОГООРІЄНТОВАНОГО ПІДПРИЄМНИЦТВА

Abstract. *The article systematically examines the factors of the formation of the competitiveness of ecologically oriented business, identifies the main competitive advantages and components of the market mechanism for the formation of the competitiveness of ecologically oriented business.*

Key words: *greening, ecologically oriented develop development, factors of competitiveness.*

Анотація. *У статті системно розглянуто фактори формування конкурентоспроможності екологоорієнтованого підприємництва, визначені основні конкурентні переваги та складові ринкового механізму формування конкурентоспроможності екологоорієнтованого бізнесу.*

Ключові слова: *екологізації, екологоорієнтованим розвиток, фактори конкурентоспроможності.*

Підвищення рівня екологічної культури та екологічної свідомості населення створює попит на екологобезпечну продукцію та формує перспективну нішу конкурентоспроможного бізнесу, тому дослідження питань обрання підприємствами стратегії екологоорієнтованого розвитку як засобу формування конкурентних переваг залишаються актуальними.

Питанням функціонування екологічної економіки, екологічного підприємництва присвячені праці багатьох вчених-економістів, таких як: