

DOI: <https://doi.org/10.32782/2308-1988/2025-53-9>

UDC 658.15+330.14

Nataliia Kraus

Doctor of Economic Sciences, Professor, Leading Researcher,
Bohdan Khmelnytskyi National University of Cherkasy
ORCID: <https://orcid.org/0000-0001-8610-3980>

Kateryna Kraus

Candidate of Economic Sciences, Associate Professor,
Senior Research Officer,
Bohdan Khmelnytskyi National University of Cherkasy
ORCID: <https://orcid.org/0000-0003-4910-8330>

Galyna Pochenchuk

Doctor of Economic Sciences, Professor,
Associate Professor at
the Department of Economic Theory, Management and Administration,
Yuriy Fedkovych Chernivtsi National University
ORCID: <https://orcid.org/0000-0002-9994-636X>

Краус Наталія Миколаївна, Краус Катерина Миколаївна
Черкаський національний університет імені Богдана Хмельницького
Поченчук Галина Михайлівна
Чернівецький національний університет імені Юрія Федьковича

THE FORMATION OF “SILVER” AND CROSS-CULTURAL ENTREPRENEURSHIP: GENDER AND AGE ASPECTS OF THE SOCIAL CAPITAL INSTITUTE

СТАНОВЛЕННЯ «СРІБНОГО» ТА КРОСКУЛЬТУРНОГО ПІДПРИЄМНИЦТВА: ГЕНДЕРНИЙ ТА ВІКОВИЙ АСПЕКТ ІНСТИТУТУ СОЦІАЛЬНОГО КАПІТАЛУ

Summary. The qualitative development of the institution of social capital is important in times of war and post-war economic recovery of the country. The formation and development of “silver” and cross-cultural entrepreneurship are components of the economic reconstruction of Ukraine, ensuring employment of the population and economic activity of the country. The purpose of the article is to determine the main aspects of the formation of “silver” business and cross-cultural entrepreneurship, to determine their characteristic features, to present the actualization of social values, gender, age, mental, and cultural aspects. To achieve the specified goal, the work used methods of analysis and synthesis, grouping, generalization, and comparison, which allowed for a comprehensive study of scientific achievements on the issues of inclusive development of “silver” and cross-cultural business. The article substantiates the place and role of the institution of social capital in the formation of “silver” and cross-cultural entrepreneurship. The determinants of the development of these types of business are indicated. The authors offered their own understanding of cross-cultural entrepreneurship, noting that in this type of entrepreneurship, employees must take into account the fact that behavior and compliance with business rules may vary, and in cross-cultural entrepreneurship it is necessary to apply a flexible approach to business management and take into account current situations, possible constant changes. The gender and inclusive components of opening a cross-cultural and “silver” business are considered. The chain of interaction of the key components of the process of developing a “silver” business and cross-cultural entrepreneurship is presented. The practical value of the study lies in emphasizing that the inclusive development of cross-cultural entrepreneurship is achieved through expanding cooperation, strengthening the institution of corporate and interpersonal trust, and eliminating ethnic conflicts. The need for social mobility for older people has become apparent.

Keywords: social values, inclusive development, “silver” business, cross-cultural entrepreneurship, social prestige, equality, accessibility, barrier-free.

Анотація. Якісний розвиток інституту соціального капіталу є важливим в часи воєнного та повоєнного відновлення економіки країни. Становлення «срібного» та кроскультурного підприємництва є складовими

економічної відбудови України, забезпечення зайнятості, економічної активності країни. Мета статті полягає в тому, щоб визначити основні аспекти становлення «срібного» бізнесу і кроскультурного підприємництва, визначити їх характерні особливості, представити актуалізацію соціальних цінностей, гендерного, вікового, ментального та культурного аспектів. Для досягнення визначеної мети в роботі використано методи аналізу і синтезу, групування, узагальнення, порівняння, що дозволили комплексно опрацювати наукові здобутки з питань інклюзивного розвитку «срібного» і кроскультурного бізнесу. В статті обґрунтовано місце та роль інституту соціального капіталу в становленні «срібного» і кроскультурного підприємництва. Зазначено детермінанти розвитку даних видів бізнесу. Автори запропонували власне розуміння кроскультурного підприємництва, зазначивши, що в даному виді підприємництва співробітники повинні зважати на факт того, що поведінка та дотримання бізнес-правил можуть різнитися і в кроскультурному підприємстві потрібно застосовувати гнучкий підхід у бізнес-управлінні та враховувати поточні ситуації, можливі постійні зміни. Розглянуто гендерну та інклюзивну складові відкриття кроскультурного та «срібного» бізнесу. Представлено ланцюг взаємодії ключових складових процесу розвитку «срібного» бізнесу та кроскультурного підприємництва. Практична цінність дослідження полягає в акцентуванні того, що інклюзивний розвиток кроскультурного підприємництва досягається через розширення співпраці, посилення інституту корпоративної й міжособистісної довіри, усунення етнічних конфліктів. В умовах воєнного стану назріла необхідність соціальної мобільності для людей старшого віку. Науковці стоять на позиції того, що розвиток інклюзивного «срібного» підприємництва сприяє зайнятості серед населення України, особливо людей третього віку.

Ключові слова: соціальні цінності, інклюзивний розвиток, «срібний» бізнес, кроскультурне підприємництво, соціальний престиж, рівність, доступність, безбар'єрність.

Problem statement. The path to the development of “silver” and cross-cultural entrepreneurship and compliance with gender and age equality passes through the system of social values of society. In turn, the institution of social capital can be considered a determinant of the creation of intraorganizational, inter-sectoral, and social values. Social capital through trust, mentality, network interaction, emotional intelligence, norms, and values forms a mechanism of influence on the inclusive development of “silver” and cross-cultural entrepreneurship.

“The silver economy forms a valuable market for the needs and demands of older people and accounts for approximately $\frac{1}{3}$ of global GDP and is progressing as an important component of the entrepreneurial structure of European countries” [10, pp. 123–124]. Older people continue to play an important role in stimulating economic recovery and promoting inclusive and social development in united territorial communities. Using the potential of older people in conducting entrepreneurial activities allows you to endow business with signs of greater social responsibility and gender equality, make it more economically efficient, and contribute to the development of territorial communities.

Analysis of recent research and publications. B. Gannon and J. Roberts analyzed social capital using data from a European survey of people in old age and pointed to close relationships between health and well-being [9, p. 899]. Researchers M. Woolcock and D. Narayan attempted to answer the question of what constitutes social capital and relations, indicated that they are “influenced by strong ties within community and weak networks outside the community... poverty of communities, access to official institutions, external non-governmental organizations, advisory services” [17, p. 231, 233]. B. Wu devoted his research to the study of individual and collective social capital through the prism of social prestige [18].

The role of incubation centers as agents that can help overcome barriers to inclusive entrepreneurship has been actively studied by scientists J. Karambakuwa and S. Bayat. They concluded that incubation centers can be used to work with socially isolated people to help them create successful businesses [12, p. 126]. “Silver” entrepreneurship in the context of the emergence of a “silver” economy and the study of a more inclusive and age-diverse entrepreneurial landscape was studied by scientists I. Barkovic Bojanic, A. Erceg, and J. Damoska Sekuloska [2, p. 153]. Scientists D. Ilczuk, L. Dopierala, and J. Bednarz sought answers to the question “What motivates silver entrepreneurs, and what is their entrepreneurial experience?” [11]. Scientist T. Cannon proved in his research that “the older you are when you start a business, the higher the chances of the business being successful” [4, p. 30]. In his publication, T. Cannon also indicated the barriers that novice entrepreneurs need to overcome in order for the business to be doomed to success.

In their study of inclusive entrepreneurship, researchers M. Sarhan, and K. Aziz concluded that inclusiveness can significantly reduce unemployment and increase re-employment [14, p. 1]. Researchers R. Bakker, and J. McMullen concluded in their study that “entrepreneurship has the potential to be an inclusive space that encompasses many types of both traditional and non-traditional entrepreneurs... including refugee entrepreneurs, entrepreneurs with physical or cognitive disabilities, and older entrepreneurs” [1, p. 1].

Scientists A. Engelen, F. Heinemann, and M. Brettel analyzed existing research based on surveys in the field of intercultural entrepreneurship [7]. N. Ferreira and A. Dinis studied the socio-cultural environment for doing business, revealed the features of entrepreneurial orientation and their network interaction, and studied entrepreneurial intentions [8].

Researchers N. Dobrova, and S. Ivanov, studying the cultural entrepreneur from a managerial point of view, concluded that “he’s gradually becoming a central figure in modern cultural processes, who has the potential to meet the needs of the market and audience, fill emerging business niches, and contribute to the revival of cities and regions” [6, p. 23].

In our earlier publications, we have already raised the issue of the specifics of the development of social entrepreneurship through the prism of innovation and inclusive development [21]. We have also managed to reveal the specifics of rebuilding the Ukrainian economy on the basis of innovative entrepreneurship development and the emergence of Industry 5.0 in the context of institutional and structural changes and digital transformation [20]. At the same time, a significant number of topical issues, such as taking into account gender and age aspects in the context of inclusive development of cross-cultural and “silver” entrepreneurship, require additional study and clarification. In particular, there’s no clear interpretation of the content of cross-cultural entrepreneurship and “silver” business.

The purpose of the article is to offer an understanding of the economic category of “cross-cultural entrepreneurship” and present the actualization of the formation of “silver” entrepreneurship in Ukraine; to determine the gender and inclusive component of opening a cross-cultural and “silver” business; to reveal ways to support the development of “silver” and cross-cultural business in Ukraine.

Research methodology. To achieve the goal of scientific research, a thorough and reliable database was taken as the basis. A significant role belongs to theoretical and research developments in the inclusive development of entrepreneurship, presented in scientific publications in rated and cited journals, which is noted. This provides the work with relevant materials on gender equality issues, which cover a wide range of scientific works and the results of in-depth research in various fields of knowledge, contain substantiated concepts and hypotheses regarding the formation of “silver” business and cross-cultural entrepreneurship, their development on the basis of inclusiveness and barrier-freeness, as well as effective tools for achieving the goals of post-war reconstruction of the economy of Ukraine.

The scientific work used various methods, in particular the visualization method to present the place and role of social capital in the formation of “silver” and cross-cultural entrepreneurship and the foundation of the post-war reconstruction of the economy of Ukraine, as well as to demonstrate the interaction of the components of the process of development of “silver” business and cross-cultural entrepreneurship. The comparison method helped to present the features of both types of entrepreneurs. The methods of analysis, synthesis, induction,

and deduction were used to present the gender and inclusive component of the opening of cross-cultural and “silver” business.

Summary of the main research material. In the partial reconstruction of the Ukrainian economy, it is important to develop entrepreneurship among people of the third age, the so-called “silver entrepreneurship”. This’s due to the fact that the number of pensioners in Ukraine in the last 10 years has fluctuated at the level of 10 million, which in conditions of martial law creates a large burden on the Pension Fund of Ukraine. The amount of pension payments for 35%–40% of Ukrainians is so meager and “eaten up” by inflation that this class of the population is below the poverty line and requires constant subsidies from the government of the country.

Ukrainian scientist A. Zhukovska sees “silver” entrepreneurship as “entrepreneurial activity carried out by people after retirement in order to realize their potential and achieve both individual and social benefits” [19, p. 117]. And under cross-cultural entrepreneurship, she suggests understanding “some entrepreneurial activity carried out by migrants and internally displaced persons in order to adapt to a new environment and way of life and achieve both individual and social benefits” [19, p. 117]. We consider the definition proposed by researchers N. Dobrova and S. Ivanov, who define cultural entrepreneurship as the activity of creating a cultural business and bringing to the market cultural and creative products and services that contain cultural value, but also have the potential to generate financial income [6, p. 23]. In general, “entrepreneurship is a systemic phenomenon that requires people who are willing to take risks and take on the challenge of creating and developing an enterprise” [5, p. 10].

The literal translation of the part “cross” in the word cross-cultural is translated from English as “cross” as the verb “to cross”, and as an adjective it is interpreted as “cross-sectional”. Based on this, we will give our explanation of the economic category “cross-cultural entrepreneurship”. Cross-cultural entrepreneurship is understood as a systematic, independent economic activity carried out at one's own risk, and is also one of the types of business activity aimed at making a profit, and its employees are people with different cultural values, traditions, and customs of conducting international and domestic business operations, who are socialized and adapted by studying the business behavior of their employees. We believe that in this type of entrepreneurship, employees must take into account the fact that behavior and compliance with business rules may vary, so in cross-cultural entrepreneurship it is necessary to apply a flexible approach to business management and take into account current situations, possible constant changes.

The characteristic features of social capital are influenced by the cultural traditions of regions and

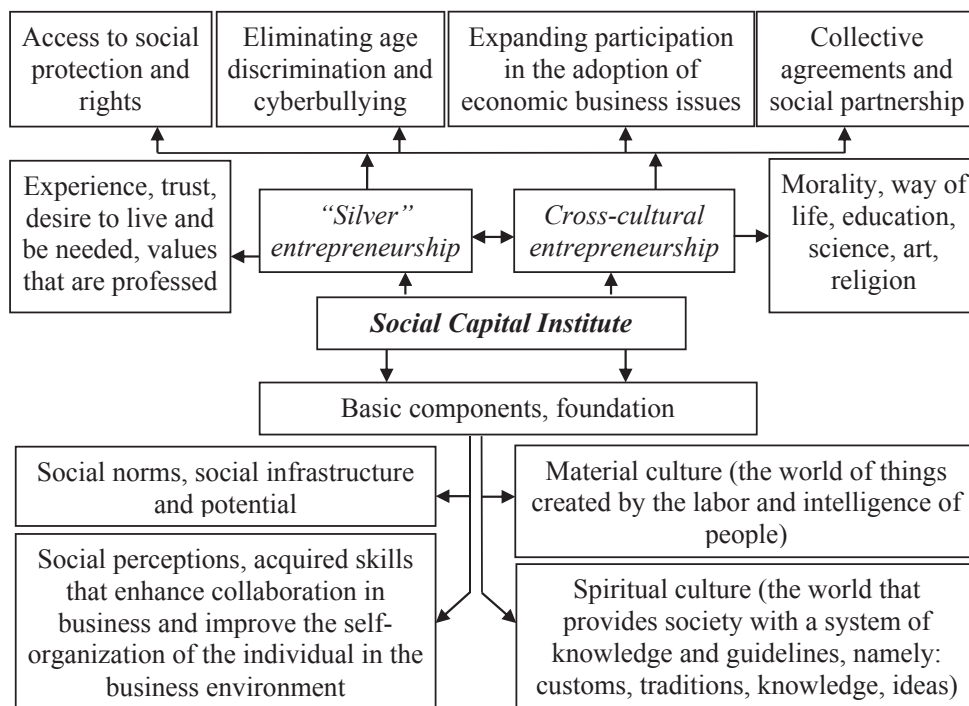
countries. This capital is constantly influenced by individual and collective interests. For the development of cross-cultural entrepreneurship in the country, the institutions of freedom and law must be strong. In general, entrepreneurship is “a key solution for economic growth, business growth, and job creation” [14, p. 1].

Culture shapes innovation and entrepreneurship. We are talking about the correspondence of culture, or its inconsistency, about the culture of social support and culture as a boundary condition [16, p. 277]. The scientist S. Ute writes that “individualistic cultural values contribute to innovation” [16, p. 288], in addition, he emphasizes that “innovation as an activity causes variations... such activity involves experimentation and is guided by individual initiative, and it would be more legitimate in cultures that practice individualism, and in cultures with loose social norms that tolerate deviations” [16, p. 289]. We have attempted to present the place and role of the institution of social capital in the formation of “silver” and cross-cultural entrepreneurship in Fig. 1.

Analyzing Fig. 1, it’s worth noting that the development of the institution of “social capital is largely associated with health and well-being... social capital is a multidimensional concept, and it should not be reduced to simple indicators of social participation or general trust” [9, p. 913]. “There are potentially close relationships between social capital, cross-border knowledge search, and innovation performance” [13, p. 2]. The inclusive development

of cross-cultural and “silver” entrepreneurship depends on social prestige in certain social groups and social networks, related proximity of values, and geographical and industrial proximity. The interpretation of “social prestige implies a rational assessment of reliability, qualification compliance, and homogeneity, which are integrated into the social construction of cognitive trust” [18, p. 1, 5], which is extremely important for the inclusive development of cross-cultural and “silver” entrepreneurship. The phenomenon of silver entrepreneurship is characterized by a combination of such dimensions as social, economic, and psychological [11].

When making decisions about starting a business, senior citizens are influenced by: the actual level of pension payments, the amount of savings; the ability to receive funds from various funds that were used for “retirement”; free time and the absence of burdensome obligations towards children, because they are adults and independent; the presence of extensive work experience from previous places and a base of communications with colleagues from previous places of work, which facilitates the path to self-employment; the absence of age restrictions in the legislation for people who have retired to open their own business [2, p. 166]; changing views of silver entrepreneurs towards aging [2, p. 168]. People who start a business between the ages of 40 and 50 have a lower sense of technological alienation than those who are over 60. People aged 40 have a greater sense of perceived control over behavior and self-efficacy [11].



PFigure 1 – The place and role of the institution of social capital in the formation of “silver” and cross-cultural entrepreneurship

Source: author’s scientific opinion

To open “silver” and cross-cultural entrepreneurship, “fresh” ideas are needed, which throughout the entire incubation process, as well as their business operations and business growth, will be constantly improved and embedded in a complex and multi-layered cultural environment [3, p. 985]. “Social capital provides companies with ways to search for heterogeneous knowledge across borders, and heterogeneous knowledge obtained as a result of cross-border knowledge search can contribute to the absorptive capacity of firms and, ultimately, improve their innovative efficiency” [13, p. 2]. The chain of interaction of the key components of the development process of “silver” and cross-cultural entrepreneurship is presented in Fig. 2.

Senior entrepreneurs seek to address market needs that mainstream entrepreneurs overlook due to a lack of awareness or understanding of the challenges faced by non-traditional minorities. Senior entrepreneurs often operate from a lack of income and the availability of free time in retirement. For these reasons, senior entrepreneurs envision new products and services that benefit market niches related to their own challenges, needs, and opportunities [1, p. 6]. The social capital of older people can help digital cross-cultural firms to implement cross-border knowledge search and develop absorptive capacity. “Silver” entrepreneurship can effectively use heterogeneous knowledge to improve its innovation performance [13, p. 1].

The development of inclusive “silver” entrepreneurship promotes employment among the population of Ukraine, especially the elderly. “Silver” entrepreneurship creates new jobs, stimulates economic recovery, and increases the participation of pensioners in the labor market. “Silver” entrepreneurship in Ukraine should be supported by creating appropriate institutional conditions for the development of a policy of accessible, “cheap” loans

and promoting the implementation of professional training programs for pensioners in business and their acquisition of digital and computer literacy skills and business skills. Training should be continuous and systematic, with a gender-sensitive approach to the age group of digital business education seekers. The gender and inclusive components of opening a cross-cultural and “silver” business are presented in Fig. 3.

Analyzing Fig. 3, it is worth emphasizing that training centers “can promote inclusive entrepreneurship and enhance social integration” of older people by “providing them with equal learning opportunities to start and manage a business” [12]. ICT skills can positively influence cultural capital and entrepreneurial intentions through the mediation of entrepreneurial self-efficacy [15, p. 151].

Educational institutions and business incubators can promote inclusive “silver” entrepreneurship by providing learning opportunities for marginalized individuals, as well as by opening up local markets, fairs, and networks for them. Training centers should offer educational programs that allow them to adapt to different types of people depending on their own business experience, education level, and interests [12]. If seniors have business ideas, training centers should focus on helping people to practically implement their ideas.

Accelerated development of cross-cultural entrepreneurship can occur with the support of various funds for business consolidation and full involvement in social forums. Cross-cultural entrepreneurship should become “visible”. It makes sense to work on the procedure for simplifying the regulatory regulation of cross-cultural business. Some tools and ways to support the development of “silver” and cross-cultural entrepreneurship in Ukraine are presented in Fig. 4.

To develop cross-cultural and “silver” entrepreneurship in Ukraine, it’s worth going the

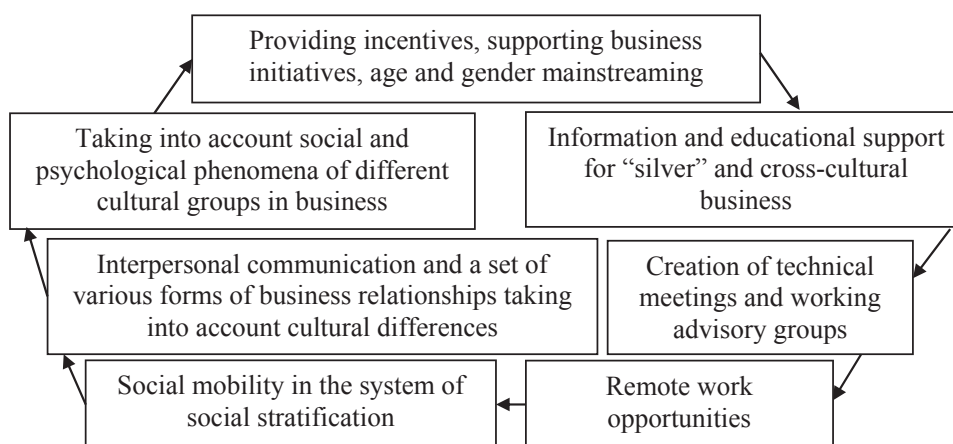


Figure 2 – The chain of interaction of key components of the process of developing “silver” business and cross-cultural entrepreneurship

Source: compiled based on the author’s observations

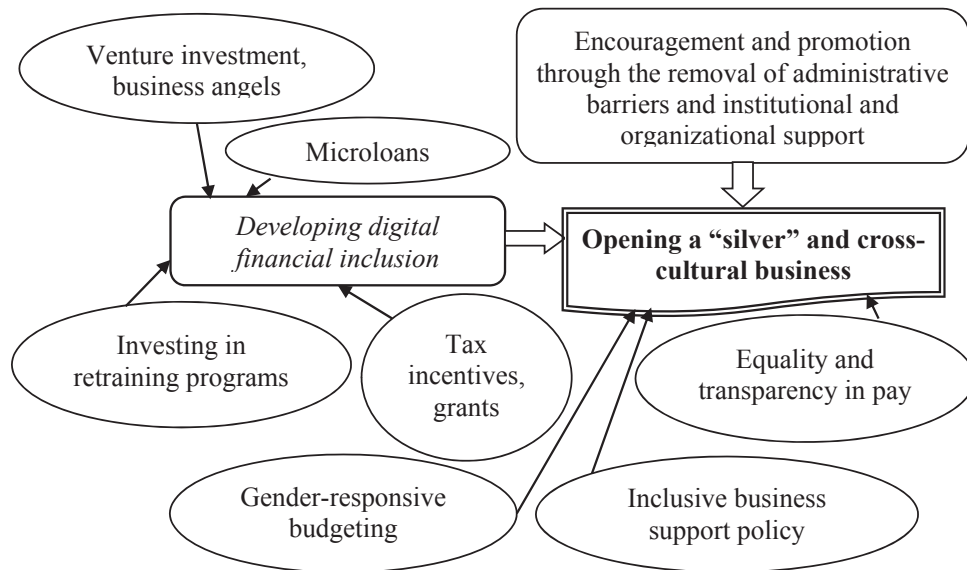


Figure 3 – Gender and inclusive components of opening a cross-cultural and “silver” business

Source: compiled based on the author’s ideas

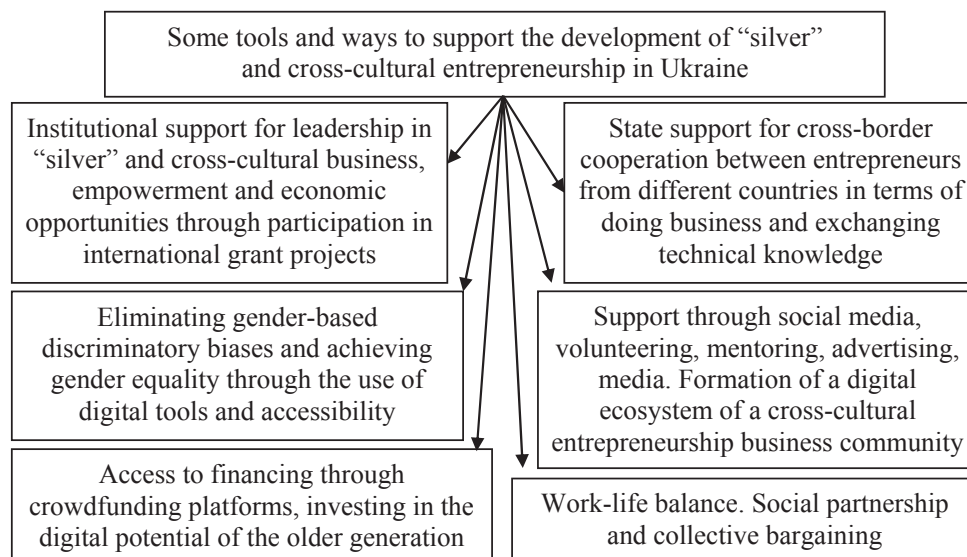


Figure 4 – Tools and ways to support the development of “silver” and cross-cultural entrepreneurship in Ukraine

Source: compiled based on the author’s ideas

way of strengthening social relations of communities and formal innovative development institutions, developing a strategy for developing cross-cultural entrepreneurship through expanding cooperation, strengthening the institution of corporate and interpersonal trust, and eliminating ethnic conflicts. In the conditions of martial law, the need for developing social mobility for older people has become apparent.

“Corporate ties based on social capital facilitate the free flow of knowledge between firms and make cross-border knowledge seeking accessible. In addition, cross-border knowledge seeking brings

heterogeneous knowledge to firms to improve innovation efficiency” [13, p. 2]. “Cross-border knowledge seeking, as a means for companies to proactively implement knowledge management, can obtain valuable technological and market knowledge (including information and resources) from the social networks in which firms are located” [13, p. 4]. A more open network of trust helps to form a network of trust relationships on a large scale, and social prestige becomes an important means of building social trust [18, p. 7] in the course of the emergence of cross-cultural and “silver” entrepreneurship.

Conclusions. Inclusive development of cross-cultural and “silver” entrepreneurship can be achieved through the work of the Institute of Tolerance for Diversity and Strengthening Working Relationships. The presence of a high level of trust in official institutions in the country, security, and the value of life are key conditions for the involvement of senior citizens in the development of entrepreneurship in Ukraine. The development of “silver” entrepreneurship depends on the technical skills that senior citizens possess and their entrepreneurial abilities.

When developing cross-cultural entrepreneurship, it's worth considering the need for constant intercultural training in order to understand the work in the market. Pursuing the goal of effective business, it is worth relying on cultural awareness, which would eliminate possible conflicts between employees and

potential buyers. It makes sense to tolerate respect for cultural differences among employees of a cross-cultural enterprise, which will be manifested when entering foreign markets with products of its own production.

Further research should be conducted to scientifically substantiate the socio-economic effects that older people can receive by working in business via the Internet. Further study of the role of social capital for the development of cross-cultural entrepreneurship in the context of the digitization of business processes and their consequences is needed. It is important to focus further scientific attention on clarifying the question of how older Ukrainian migrant entrepreneurs contribute to the dynamics and sustainability of the entrepreneurial ecosystem of the host country.

References:

1. Bakker R. M., McMullen J. S. (2023) Inclusive entrepreneurship: A call for a shared theoretical conversation about unconventional entrepreneurs. *Journal of Business Venturing*, vol. 38, is. 1. DOI: <https://doi.org/10.1016/j.jbusvent.2022.106268>
2. Barkovic Bojanic I., Erceg A., Damoska Sekuloska J. (2024) Silver entrepreneurship: A golden opportunity for ageing society. *Economics and Business Review*, vol. 10, no. 1, pp. 153–178. DOI: <https://doi.org/10.18559/eb.2024.1.1068>
3. Bullough A., Guelich U., Manolova T.S., Schjoedt L. (2022) Women's entrepreneurship and culture: gender role expectations and identities, societal culture, and the entrepreneurial environment. *Small Business Economics*, vol. 58, pp. 985–996. DOI: <https://doi.org/10.1007/s11187-020-00429-6>
4. Cannon T. (2008) Silver entrepreneurship: new days, new ways. *Working with Older People*, vol. 12, no. 2, pp. 30–33. DOI: <https://doi.org/10.1108/13663666200800029>
5. Castillo-Palacio M., Batista-Canino R. M., Zuniga-Collazos A. (2017) The relationship between culture and entrepreneurship: From cultural dimensions of GLOBE project. *Espacios*, vol. 38, no. 34. Available at: <https://revistaespacios.com/a17v38n34/a17v38n34p12.pdf>
6. Dobreva N., Ivanov S. (2020) Cultural entrepreneurship: A review of the literature. *Tourism & Management Studies*, vol. 16, no. 4, pp. 23–34. DOI: <https://doi.org/10.18089/tms.2020.160402>
7. Engelen A., Heinemann F., Brettel M. (2009) Cross-cultural entrepreneurship research: Current status and framework for future studies. *Journal of International Entrepreneurship*, vol. 7, pp. 163–189. DOI: <https://doi.org/10.1007/s10843-008-0035-5>
8. Ferreira N.C.M.Q.F., Dinis A.R.L. (2024) Linking national culture and entrepreneurship: a systematic literature review. *Management Decision*, vol. ahead-of-print, no. ahead-of-print. DOI: <https://doi.org/10.1108/MD-11-2023-2104>
9. Gannon B., Roberts J. (2020) Social capital: exploring the theory and empirical divide. *Empirical Economics*, vol. 58, no. 4, pp. 899–919. DOI: <https://doi.org/10.1007/s00181-018-1556-y>
10. Greco F., Tregua M., Carignani F., Bifulco F. (2022) Silver entrepreneurship: a new trend in startups. *Sinergie. Italian Journal of Management. Silver Economy: challenges and opportunities for an aging world*, vol. 40, no. 3, pp. 123–148. DOI: <https://doi.org/10.7433/s119.2022.06>
11. Ilczuk D., Dopierala L., Bednarz J. (2023). What are the real motivations and experiences of silver entrepreneurs? Empirical evidence from Poland. *Journal of Entrepreneurship, Management, and Innovation*, vol. 19, no. 3, pp. 129–167. DOI: <https://doi.org/10.7341/20231934>
12. Karambakuwa J. K., Bayat S.M. (2022) The role of incubation hubs in social inclusion. *Academy of Entrepreneurship Journal*, vol. 28, no. S5, pp. 1–18. Available at: <https://www.abacademies.org/articles/the-role-of-incubation-hubs-in-social-inclusion-14757.html>
13. Lyua Ch., Penga C., Yangb H., Lia H., Guc X. (2022) Social capital and innovation performance of digital firms: Serial mediation effect of cross-border knowledge search and absorptive capacity. *Journal of Innovation & Knowledge*, vol. 7, is. 2. DOI: <https://doi.org/10.1016/j.jik.2022.100187>
14. Sarhan M. L., Ab. Aziz K. (2023) Can inclusive entrepreneurialism be a solution for unemployed female graduates? A Study on Inclusive Entrepreneurial Intention. *Social Sciences*, vol. 12. DOI: <https://doi.org/10.3390/socsci12030151>
15. Sreejith P.M., Sreejith S. (2023) Exploring the Role of Cultural Capital, ICT Skills, and Entrepreneurial Self-efficacy in Shaping Entrepreneurial Intention among Women. *Journal of Telecommunications and the Digital Economy*, vol. 11, no. 2, pp. 151–179. DOI: <https://doi.org/10.18080/jtde.v11n2.711>
16. Ute S. (2022) Cross-cultural innovation and entrepreneurship. *Annual Review of Organizational Psychology and Organizational Behavior*, vol. 9, pp. 277–308. DOI: <https://doi.org/10.1146/annurev-orgpsych-012420-091040>
17. Woolcock M., Narayan D. (2020) Social capital: implications for development theory, research, and policy (English). Washington DC: World Bank, vol. 1. Available at: <http://documents.worldbank.org/curated/en/961231468336675195>

18. Wu B. (2018) From individual social capital to collective social capital: empirical evidence from inter-firm financing trust network. *The Journal of Chinese Sociology*, vol. 5. DOI: <https://doi.org/10.1186/s40711-018-0088-3>
19. Zhukovska A. Yu. (2020) Naukovi determinanty inkluzyvnogo pidpriemnytstva [Scientific determinants of inclusive entrepreneurship]. *Visnyk KhNU imeni V.N. Karazina. Seriya "Mizhnarodni vidnosyny. Ekonomika. Krainoznavstvo. Turyzm" – The Journal of V.N. Karazin Kharkiv National University. Series: International Relations. Economics. Country Studies. Tourism*, vol. 12, pp. 113–120. DOI: <https://doi.org/10.26565/2310-9513-2020-12-11> (in Ukrainian)
20. Kraus K. M., Kraus N. M., Kyryliuk Ye. M. (2024) Pidpriemnytstvo. Industriia. Ekonomika: imperatyvy instyutsionalnykh zmin ta fenomenolohiia tsyfrovoy transformatsii [Entrepreneurship. Industry. Economy: Imperatives of Institutional Change and Phenomenology of Digital Transformation]: monograph. Poltava: PP "Astraya". 320 p. (in Ukrainian)
21. Kraus K. M., Kraus N. M., Maslov A. O. (2020) Sotsialne pidpriemnytstvo kriz pryzmu sotsialnykh innovatsii v umovakh yevrointehratsii ta hlobalnoi konverhentsii [Social entrepreneurship through the prism of social innovation in the context of European integration and global convergence]. *Yevropeyskyi naukovyi zhurnal Ekonomichnykh ta Finansovykh innovatsii – European scientific journal of Economic and Financial innovation*, vol. 2(12), pp. 4–20. DOI: <http://doi.org/10.32750/2023-0201> (in Ukrainian)

Список використаних джерел:

1. Bakker R.M., McMullen J.S. Inclusive entrepreneurship: A call for a shared theoretical conversation about unconventional entrepreneurs. *Journal of Business Venturing*. 2023. Vol. 38. Is. 1. DOI: <https://doi.org/10.1016/j.jbusvent.2022.106268>
2. Barkovic Bojanic I., Erceg A., Damoska Sekuloska J. Silver entrepreneurship: A golden opportunity for ageing society. *Economics and Business Review*. 2024. Vol. 10. No. 1. P. 153–178. DOI: <https://doi.org/10.18559/eb.2024.1.1068>
3. Bullough A., Guelich U., Manolova T.S., Schjoedt L. Women's entrepreneurship and culture: gender role expectations and identities, societal culture, and the entrepreneurial environment. *Small Business Economics*. 2022. Vol. 58. P. 985–996. DOI: <https://doi.org/10.1007/s11187-020-00429-6>
4. Cannon T. Silver entrepreneurship: new days, new ways. *Working with Older People*. 2008. Vol. 12. No. 2. P. 30–33. DOI: <https://doi.org/10.1108/13663666200800029>
5. Castillo-Palacio M., Batista-Canino R.M., Zuniga-Collazos A. The relationship between culture and entrepreneurship: From cultural dimensions of GLOBE project. *Espacios*. 2017. Vol. 38. No. 34. URL: <https://revistaespacios.com/a17v38n34/a17v38n34p12.pdf> (дата звернення: 11.03.2025).
6. Dobрева N., Ivanov S. Cultural entrepreneurship: A review of the literature. *Tourism & Management Studies*. 2020. Vol. 16. No. 4. P. 23–34. DOI: <https://doi.org/10.18089/tms.2020.160402>
7. Engelen A., Heinemann F., Brettel M. Cross-cultural entrepreneurship research: Current status and framework for future studies. *Journal of International Entrepreneurship*. 2009. Vol. 7. P. 163–189. DOI: <https://doi.org/10.1007/s10843-008-0035-5>
8. Ferreira N.C.M.Q.F., Dinis A.R.L. Linking national culture and entrepreneurship: a systematic literature review. *Management Decision*. 2024. Vol. ahead-of-print. No. ahead-of-print. DOI: <https://doi.org/10.1108/MD-11-2023-2104>
9. Gannon B., Roberts J. Social capital: exploring the theory and empirical divide. *Empirical Economics*. 2020. Vol. 58. No. 4. P. 899–919. DOI: <https://doi.org/10.1007/s00181-018-1556-y>
10. Greco F., Tregua M., Carignani F., Bifulco F. Silver entrepreneurship: a new trend in startups. *Sinergie. Italian Journal of Management. Silver Economy: challenges and opportunities for an aging world*. 2022. Vol. 40. No. 3. P. 123–148. DOI: <https://doi.org/10.7433/s119.2022.06>
11. Ilczuk D., Dopierala L., Bednarz J. What are the real motivations and experiences of silver entrepreneurs? Empirical evidence from Poland. *Journal of Entrepreneurship, Management, and Innovation*. 2023. Vol. 19. No. 3. P. 129–167. DOI: <https://doi.org/10.7341/20231934>
12. Karambakuwa J.K., Bayat S.M. The role of incubation hubs in social inclusion. *Academy of Entrepreneurship Journal*. 2022. Vol. 28. No. S5. pp. 1–18. URL: <https://www.abacademies.org/articles/the-role-of-incubation-hubs-in-social-inclusion-14757.html> (дата звернення: 12.03.2025).
13. Lyua Ch., Penga C., Yangb H., Lia H., Guc X. Social capital and innovation performance of digital firms: Serial mediation effect of cross-border knowledge search and absorptive capacity. *Journal of Innovation & Knowledge*. 2022. Vol. 7. Is. 2. DOI: <https://doi.org/10.1016/j.jik.2022.100187>
14. Sarhan M.L., Ab. Aziz K. Can inclusive entrepreneurialism be a solution for unemployed female graduates? A Study on Inclusive Entrepreneurial Intention. *Social Sciences*. 2023. Vol. 12. DOI: <https://doi.org/10.3390/socsci12030151>
15. Sreejith P.M., Sreejith S. Exploring the Role of Cultural Capital, ICT Skills, and Entrepreneurial Self-efficacy in Shaping Entrepreneurial Intention among Women. *Journal of Telecommunications and the Digital Economy*. 2023. Vol. 11. No. 2. P. 151–179. DOI: <https://doi.org/10.18080/jtde.v11n2.711>
16. Ute S. Cross-cultural innovation and entrepreneurship. *Annual Review of Organizational Psychology and Organizational Behavior*. 2022. Vol. 9. P. 277–308. DOI: <https://doi.org/10.1146/annurev-orgpsych-012420-091040>
17. Woolcock M., Narayan D. Social capital: implications for development theory, research, and policy (English). Washington DC: World Bank, 2020. Vol. 1. Art. 76649. URL: <http://documents.worldbank.org/curated/en/961231468336675195> (дата звернення: 12.03.2025).

18. Wu B. From individual social capital to collective social capital: empirical evidence from inter-firm financing trust network. *The Journal of Chinese Sociology*. 2018. Vol. 5. DOI: <https://doi.org/10.1186/s40711-018-0088-3>
19. Жуковська А.Ю. Наукові детермінанти інклюзивного підприємництва. *Вісник ХНУ імені В.Н. Каразіна. Серія «Міжнародні відносини. Економіка. Країнознавство. Туризм»*. 2020. Вип. 12. С. 113–120. DOI: <https://doi.org/10.26565/2310-9513-2020-12-11>
20. Краус К.М., Краус Н.М., Кирилук Є.М. Підприємництво. Індустрія. Економіка: імперативи інституціональних змін та феноменологія цифрової трансформації: монографія. Полтава : ПП “Астрія”, 2024. 320 с.
21. Краус К.М., Краус Н.М., Маслов А.О. Соціальне підприємництво крізь призму соціальних інновацій в умовах євроінтеграції та глобальної конвергенції. *Європейський науковий журнал Економічних та Фінансових інновацій*. 2020. Вип. 2(12). С. 4–20. DOI: <http://doi.org/10.32750/2023-0201>

Стаття надійшла до редакції 14.03.2025