

РОЗВИТОК ПРОДУКТИВНИХ СИЛ, РЕГІОНАЛЬНА ЕКОНОМІКА, ДЕМОГРАФІЯ, СОЦІАЛЬНА ЕКОНОМІКА І ПОЛІТИКА

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EMPIRICAL STUDIES OF PUBLIC OPINION ON THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP (BASED ON THE SURVEY OF UKRAINIAN RURAL AREAS RESIDENTS AND ENTREPRENEURS)

Formulation of the problem. A paradigm of entrepreneurial thinking based on a social initiative combining business activity and own risk and acting as an instrument for solving problems of a society or a particular community, acquires a special sound on the background of considerable economic decline, the exacerbation of social, environmental and political problems, the loss of moral and psychological orientations.

The Ukrainian peasantry, which for a long time remained on the edge of active social life, is currently forced to solve a number of important socio-economic problems related to the development of rural settlements or territorial communities. Taking into account the fact that a significant part of the peasants (due to social, cultural, educational, mental, demographic, political and economic reasons) was not ready to take responsibility and take an active civic position regarding the development of the rural community, we believe that one of the areas of improvement social interaction in the peasant environment can be social entrepreneurship, which can generate both commercial ideas and ideas for the distribution of social benefits. The dissemination and development of social entrepreneurship in Ukraine will become an important way of social protection for the rural population, the main focus of which is to reduce the social risk for vulnerable groups, and the level of low-income villagers, and formulate policies for their employment.

Analysis of recent research and publications. The problem of the development of social entrepreneurship is of considerable interest among national and foreign scholars.

Among Ukrainian scholars, it is worthwhile to highlight the work of Svyinchuk A., who studies the international experience of the development of social enterprises for its implementation in Ukraine; Sokolovska M., who considers the social and economic behavior of the individual, based on the views of consumption; in the papers of Popovych D. and Baranova M. social entrepreneurship is generally considered as an instrument for solving the problems of modern society.

Theoretical studies of economic inequality are analyzed by: Acemoglu D. and Robinson D., Reinerte E., inclusive development – Podesta D.

Ukrainian scientists, in particular, Prohnymak O. and Kovalchuk O. are focused on the problems and prospects of inclusive growth. Kovalchuk O. in his research focuses on the inclusiveness of rural areas development.

While paying tribute to the work of scholars, it is worth pointing out that these studies are of a general theoretical nature. Analytical studies on the number of social enterprises and the volume of their entrepreneurial activity are mainly made by public organizations. It should be noted that at present there is no official definition and appropriate legal basis for the development of social entrepreneurship at the state level, and there are no applied researches that are intended to reveal citizens intentions, in particular, the villagers, about the needs and necessity of development of this type of activity, as well as the readiness of the self entrepreneurial environment to engage in social entrepreneurship. This situation has led us to conduct surveys among entrepreneurs and rural areas residents.

Setting objectives. The purpose of the research is to study public opinion on the social and economic status of rural communities, to identify the needs and prospects for the development of social entrepreneurship, and the degree of entrepreneurs' readiness for a new type of activity.

The survey was conducted by the authors as part of the implementation of the state theme: "Formation of the strategy and priorities of innovative development of the agrarian sector in the conditions of globalization". Random sampling was used [1]. The general population is formed on the basis of statistical data on the number of rural population and business entities as of January 1, 2018 [2; 3]. Respondents were offered a questionnaire containing closed-ended questions, through which they received information about public opinion about the need and feasibility of social entrepreneurship development, as well as the entrepreneurs readiness for this type of activity. 10 questions were offered for rural areas residents, and 12 questions – for entrepreneurs consequently.

Presentation of the main research material. Modern economic literature deals with the concept of inclusive growth, one of the areas of which is social entrepreneurship, whose goals are to attract vulnerable groups of the population to economic activity, their integration into social life, creating opportunities for obtaining social and economic benefits. The problem of social isolation of the rural population is associated with socio-economic inequality. Changes in the agrarian sector of the Ukrainian economy have substantially increased the production and export potential of agriculture and its level of capitalization, however, they provoked the emergence of a wide range of mutually determined economic, environmental and social problems of rural development. According to Kovalchuk O. D. [4], this is connected with the agrarian policy of the state, which determined the priority of the agriculture development, but did not implement measures to ensure the well-being of the rural population and the individual development of a single farmer. The consequence of such a policy was that a significant part of the village residents work in the informal sector of the economy (mainly in the private farm sector) and is outside the labor legislation and social protection.

It should be noted that on the part of the state certain attempts are being made to attract these citizens and to grant them official status. For example, the adoption of the Law "On Amendments to the Tax Code of Ukraine and Some Laws of Ukraine on Promotion of the Formation and Activities of Family Farming Enterprises" [5], according to which members of private farming households will have the possibility of preferential payment of a single social contribution for ten years that will promote their social security in the future.

We must recognize the fact that the state is not capable of conducting a flexible and effective social policy today.

The analysis of the world economic thought [6; 7; 8] shows that today the concept of inclusive growth of the economy, which determines it due to the criteria of intellectualism, stability and inclusiveness of all sectors, of all strata of society, becomes especially popular. In this regard, five goals have been set up in the following areas: employment, innovation, climate change and energy, education, the fight against poverty and social exclusion [9].

We must state that for the implementation of the concept to our conditions, this process should take place not only in the direction of synchronization of legislation, but also the adaptation of economic behavior of citizens and business, taking into account the social component.

Modern scientific researches examine the economic behavior of subjects of relations on the basis of their basic forms: pre-market, pseudo-market and market. Pre-market is characterized by obtaining a guaranteed income with a minimum of labor costs. Such a model of behavior is typical of older people who see the state of the social guarantor and heavily rely on their own strengths or personal qualities. Pseudo-market is determined by the maximum income at a minimum level of labor costs [10]. It attracts a significant part of entrepreneurs who are building their activities through the sales of imported goods, receiving unrecorded income as a result of the difference in prices and encouraging foreign producers, which does not contribute to the development of the national economy. As a rule, these citizens are not subjects of innovation activity, and their public benefit is determined only by the limits of their own self-employment.

Market – involves getting the maximum income at the maximum labor costs, which is accompanied by high activity of the subject. It is characteristic for highly developed countries.

Thus, the need for researching social entrepreneurship is becoming an important issue for a state that seeks rapprochement with the EU and should try to raise the level of our citizens prosperity to the level of Europeans and entrepreneurs who, in order to increase their profits, will strive to provide their products and services with high quality characteristics that meet European indexes and standards and will have a social component.

We present data from a survey of residents of rural areas of Ukraine and entrepreneurs working in the rural community to determine the need for social entrepreneurship development and their willingness to do so.

757 people took part in the survey. 102 people are entrepreneurs and 655 – are villagers among them.

The results of the questionnaire (Table 1) indicate that 45.8% of respondents estimate the rural community (as a living environment) to be "satisfactory" on a five-point scale, and 11.9% of respondents find it unsatisfactory. The majority of respondents (52.7%) define socio-economic indicators as satisfactory, while 24.0% of respondents are not satisfied with their level. Totally, the work of local self-government bodies is assessed more negatively (45.5% – unsatisfactory, 30.7% – satisfactory and only 2.4% – excellent). This indicates an inadequate interaction level with the local population and a low cooperation level to improve

socio-economic indicators of communities, which requires local authorities to create conditions and strengthen the work of attracting a significant number of citizens to active economic and social activities. Social entrepreneurship, whose experience in other countries indicates its ability to overcome a wide range of problems, can be one of the areas.

Table 1

Answers of rural residents to the questionnaire

Questionnaire questions	Excellent, %	Good, %	Satisfactory, %	Unsatisfactory, %
Community characteristics	9,5	32,8	45,8	11,9
Socio-economic indicators state	7,1	16,2	52,7	24,0
How do you rate the work of local councils?	2,4	21,4	30,7	45,5

Source: authors own research

Age structure of the population surveyed was as following: 19.0% of respondents under the age of 30 were polled, from 30 to 40 years old – 26.6%; 40 to 50 years old – 28.2% of rural residents; between the ages of 50 and 60 – 14.3%; over 60 years old – 11.9% of citizens. The largest proportion of respondents falls in the age group of 30–40–50, which is characterized as middle age and has a significant potential and positive ability to perceive new ideas.

Based on the answers to the questionnaire, 79.1% of respondents own real estate; and 20.9% of the respondents do not possess it. The presence or absence of own real estate is one of the indicators of human integrity in a particular community, which determines the degree of its interest in the settlement development.

The degree of income satisfaction shows that only 14.3% of the respondents are satisfied with their income; 28.6% of respondents indicated the average income level (enough to live); 47.6% of citizens are not satisfied with their income; 9.5% of respondents admitted that they live in debt. In general, based on the answers received, it is necessary to indicate the low level of income of the interviewed inhabitants of rural areas.

The biggest problem of communities is: the socio-economic component, which is indicated by 38.3% of the rural population; the demographic problem is dominant in the responses of 26.4% of respondents; 23.8% of the interviewed residents indicate the problems of educational and cultural character; and 11.5% of respondents define environmental problems. The question, being included to the questionnaire, allowed to identify the problems, rural areas residents are mostly concerned about, in order to identify them and to find the best ways to solve them on the basis of social entrepreneurship initiatives.

When asked by the questionnaire whether they know the concept of "social entrepreneurship" 57.1% of the respondents gave a positive answer, 42.9% – negative. This testifies to the lack of information on a given type activity in a significant part of the population and the appropriateness of establishing a communication interaction between local authorities and villagers regarding the prospects and directions of social entrepreneurship development.

According to the survey, 58.7% of respondents would prefer the social entrepreneurship; 23.8% chose a negative answer; it is difficult to determine for 17.5% of respondents. Such results give grounds for concluding that recently there has been an increase in demand for a consumption culture, a characteristic manifestation of which is the consumers study not only of qualitative characteristics of the product, but also the social component. This becomes another argument for the development of social entrepreneurship, which will help an entrepreneur to occupy a certain market niche and clients, solving a number of socio-economic issues [11].

59.8% of the respondents replied positively to the questionnaire on the need for social enterprise development within a certain territory; 14.1% of rural inhabitants consider its development not to be necessary; it is difficult to determine for 26.1% of the respondents. Based on the answers, the majority of respondents see an objective need for shaping the preconditions for the development of social entrepreneurship; at the same time, there is a part of citizens who do not have enough information about the indicated activity, and as a result, it is difficult for them to determine the answer. This proves the need for proper information support for the development of social entrepreneurship.

The proposed questionnaire for entrepreneurs contained a number of questions related to the consideration of a rural territory as a place for doing business, the study of the entrepreneur activity scope, its scale, and plans for business expansion. The main purpose of the survey was to identify the attitudes among this category of citizens in implementing the ideas of social entrepreneurship.

Entrepreneurs' answers to the questionnaire questions (Table 2) indicate that most entrepreneurs consider rural areas as a place for business, in particular, 15.2% and 45.5% of respondents evaluate the territory to be "excellent" and "good" respectively. A significant part of respondents rate the work of local councils on the conditions of doing business as satisfactory (50.1%) and (29.6%) as good. This indicates the existence of some cooperation between local authorities and entrepreneurs, which is a positive signal, as it gives grounds to expect positive effects from business social initiatives.

Table 2

Entrepreneurs' answers to the questionnaire

Questionnaire questions	Excellent, %	Good, %	Satisfactory, %	Unsatisfactory, %
Assessment of rural territory as a place for business	15,2	45,5	34,1	5,2
The effectiveness of local councils in terms of business conditions	10,1	29,6	50,1	10,2
How do you generally evaluate the work of local councils	14,2%	26,3%	40,8%	18,7%

Source: authors own research

As a survey result of the activity fields of the polled entrepreneurs, the following was established: 34.1% of the respondents are engaged in trade; 10.2% of respondents are involved in industrial activities; 4.3% of the polled entrepreneurs are employed in public catering establishments; 3.8% deal with consumer services; 42.1% of respondents are employed in agriculture; 5.5% work in the sphere of tourism. The survey found that the largest share of entrepreneurs is engaged in agriculture, the number of people employed in trade is slightly lower, and the smallest share belongs to entrepreneurs involved in providing services (household services, catering, tourism).

It is worth mentioning the example of research of 600 European social enterprises, which determined that the main areas of their work are: provision of social services – 16.7%, employment and training – 14.9%, environmental protection – 14.5%, education – 14.5%, economic and social development and community development – 14.3%, culture, art and leisure – 7.1%, health care – 6.9%, housing provision – 2.7%; business associations – 2%, legislation, propaganda and politics – 1.6%, others – 4.7% [12].

It is obvious that social entrepreneurship encompasses those sectors that are necessary for the harmonious development of rural areas.

The respondents' answers regarding revenue volumes were distributed as follows: the amount of revenue up to 300 thousand is characteristic for 68.6% of the polled; from 300 thousand to 1.5 million UAH – for 15.5%; from 1.5 million to 5 million – for 10.8%; more than 5 million – 5.1%. As the research data show, most of the polled entrepreneurs are engaged in small businesses as individual entrepreneurs.

The wages offered by the entrepreneurship to the villagers are as follows: up to UAH 4,000 – paid by 40.5% of the respondents; UAH 4000–10000 – 50.1%; more than UAH 10,000 – 9.4%. It should be noted that the average wage in Ukraine in 2018, according to official statistics, amounted to UAH 8867, which is \$ 328 [13].

80.6% of entrepreneurs consider a land plot to be enough for business; 15.1% – not enough; 4.3% of respondents did not use land resources for business.

The biggest problem of the community is recognized by the entrepreneurs as social and economic – 35.6% of those polled; demographic – 24.8%; ecological – 13.9%; educational and cultural – 25.7%. It is these areas that can become promising to further expand the social entrepreneurial initiative.

On the questionnaire for business expansion plans, a positive response was received from 58.3% of respondents; negative – 39.4%; 2.3% – not determined. We associate a fairly significant percentage of entrepreneurs who do not want to expand business with legislative and economic reasons, as well as the lack of proper support from small agricultural producers, whose share in our survey is 42.1%.

According to the received data, 62.7% of polled entrepreneurs are engaged in charity while 37.3% are not.

On the question of the questionnaire whether the concept of “social entrepreneurship” is known, an affirmative answer was given by 55.4% of respondents; 44.6% of respondents do not understand the concept, which creates a number of obstacles to the development of this type of activity. To the question, respondents are ready to become social entrepreneurs; an affirmative answer was received from 32.6% of citizens; no – 43.7%; It is difficult to determine for 23.7% of entrepreneurs. We believe that a category of respondents who are not determined about the readiness to become social entrepreneurs, as well as those for whom this activity is unknown (44.6% of respondents) need some intensified informational attention.

The reasons for the low level of distribution of social entrepreneurship in Ukraine are as follows:

1. Lack of sufficient professional information, both among the population and entrepreneurs.
2. Lack of clear legal definition of social entrepreneurship and mechanism for its functioning in Ukraine, which sometimes leads to abuse in this area and distorts its essence.
3. Passivity and marginalization of the inhabitants and the entrepreneurial environment in relation to social initiatives.
4. Low living standard, economic culture and economic thinking of citizens.

Conclusions from the conducted research. The results of survey generally shows that the rural population is loyally perceiving social entrepreneurship as a type of activity and is ready to give preference to consumption to such entrepreneurs. An entrepreneurial opinion poll suggests that a significant number of

them are not ready for such initiatives today, although a large number of respondents do not have information on this activity, which hinders its further development.

The directions of further research are seen in the deepening of the study of social entrepreneurship and its ideas locally, based on the interaction of people and specific environmental problems, the study of legal aspects of the phenomenon, the feasibility of state incentives for social entrepreneurs, the development of the market of social services, in which the state will act as a customer of social services from entrepreneurs.

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Іванишин В.В., Печенюк А.П. ЕМПІРИЧНІ ДОСЛІДЖЕННЯ ДУМКИ ГРОМАДСЬКОСТІ ЩОДО РОЗВИТКУ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА (НА ОСНОВІ ОПИТУВАННЯ ЖИТЕЛІВ СІЛЬСЬКОЇ МІСЦЕВОСТІ ТА ПІДПРИЄМЦІВ УКРАЇНИ)

Мета. Вивчення громадської думки щодо соціально-економічного стану сільських громад, визначення потреб та перспектив розвитку соціального підприємництва та готовності підприємців до нового виду діяльності.

Методика дослідження. У дослідженні використано загальнонаукові та конкретні наукові методи: аналізу – для виявлення думок окремих соціологічних груп; синтезу – для узагальнення отриманих результатів; індукції – при вивченні поглядів окремих суб'єктів та дослідженні їх впливу на загальний результат; дедукції – при дослідженні явища соціального підприємництва та встановленні його зв'язку з певними соціологічними одиницями; абстрактно-логічний – при виявленні проблем та причин, які перешкоджають розвитку соціального підприємництва в Україні; емпіричний – при зборі первинної інформації про об'єкт дослідження. Опитування було проведено авторами у рамках реалізації державної теми: «Формування стратегії та пріоритетів інноваційного розвитку аграрного сектора в умовах глобалізації». Використовувались випадкові вибірки, а генеральна сукупність формувалася на основі статистичних даних про кількість сільського населення та суб'єктів господарювання на 1 січня 2018 року.

Результати. Проведено дослідження громадської думки серед мешканців сільських територій України та підприємців, що ведуть свій бізнес в межах сільських громад, щодо розвитку соціального підприємництва. Досліджено потреби громадян щодо соціального підприємництва. Встановлено рівень задоволеності середовищем проживання та бізнесу. Виявлено перспективні напрямки поширення соціального підприємництва. Встановлено потенційну лояльність споживачів до продукту, який пропонуватимуть соціальні підприємці. Досліджено достатність інформаційного забезпечення щодо соціального підприємництва та готовність підприємців до соціальної діяльності.

Наукова новизна. Вперше встановлено, що підприємці, працюючи в сільських громадах, виявились не готовими до соціального підприємництва та вказують на відсутність у них достатньої інформації з цього питання, що визначило потребу належного інформаційного супроводу щодо означеної діяльності. Сільські мешканці позитивно сприймають ідею розвитку соціального підприємництва в межах власного населеного пункту та готові віддати перевагу у споживанні саме соціальному підприємцю, що дозволяє виділити цю форму діяльності як перспективну для розвитку сільських територій. Виявлено причини, що стримують поширення соціальних ідей у бізнесі.

Практична значущість. Виявлені настрої серед громадян можуть бути використані органами державної влади при розробці стратегії розвитку сільських територій України та апробовані у підприємницькій діяльності.

Ключові слова: опитування, соціальне підприємництво, сільські жителі, підприємці, громадська думка.

Ivanyshyn V.V., Pecheniuk A.P. EMPIRICAL STUDIES OF PUBLIC OPINION ON THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP (BASED ON THE SURVEY OF UKRAINIAN RURAL AREAS RESIDENTS AND ENTREPRENEURS)

Purpose. To study public opinion on the social and economic status of rural communities, to identify the needs and prospects for the development of social entrepreneurship, and the degree of entrepreneurs' readiness for a new type of activity.

Methodology of research. The research used general scientific and specific scientific methods: analysis – to identify the opinions of individual sociological groups; synthesis – to summarize the results obtained; induction – in the study of the views of individual subjects and the study of its impact on the overall result; deduction – to study the general

state of the phenomenon of social entrepreneurship and to establish its connection with certain sociological units; abstract and logical – to identify problems and reasons that hinder the development of social entrepreneurship in Ukraine; empirical – when collecting primary information about the phenomenon of the study. The survey was conducted by the authors as part of the implementation of the state theme: "Formation of the strategy and priorities of innovative development of the agrarian sector in the conditions of globalization". Random samples were used, the general population is formed on the basis of statistics on the number of rural population and business entities as of January 01, 2018.

Findings. A survey was conducted among residents of rural Ukraine and entrepreneurs doing business in rural communities on the development of social entrepreneurship. The needs of citizens for the development of social entrepreneurship are investigated. The promising directions of the spread of social entrepreneurship are disclosed. Potential consumer loyalty to the product that social entrepreneurs will offer has been established. The sufficiency of information support of social entrepreneurship and the willingness of entrepreneurs to social activities was investigated.

Originality. The study found for the first time that entrepreneurs working in rural communities were not ready for social entrepreneurship and indicated that they lacked sufficient information on this issue, which determined the need for proper information support for these activities. Rural residents positively perceive the idea of developing social entrepreneurship within their own locality and are ready to give preference to consumption to a social entrepreneur, which makes it possible to distinguish this form of activity as promising for the development of rural territories. Reasons that hinder the spread of social ideas in business are identified.

Practical value. The detected moods among citizens can be used by state authorities in developing a strategy for the development of rural areas of Ukraine and tested in entrepreneurial activity.

Key words: survey, social entrepreneurship, villagers, entrepreneurs, public opinion.

Иванишин В.В., Печенюк А.П. ЭМПИРИЧЕСКИЕ ИССЛЕДОВАНИЯ МНЕНИЯ ОБЩЕСТВЕННОСТИ ПО РАЗВИТИЮ СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА (НА ОСНОВЕ ОПРОСА ЖИТЕЛЕЙ СЕЛЬСКОЙ МЕСТНОСТИ И ПРЕДПРИНИМАТЕЛЕЙ УКРАИНЫ)

Цель. Изучение общественного мнения по социально-экономическому состоянию сельских общин, определение потребностей и перспектив развития социального предпринимательства и готовности предпринимателей к новому виду деятельности.

Методика исследования. В исследовании использовались общенаучные и специальные научные методы: анализа – для выявления мнений отдельных социологических групп; синтеза – для обобщения полученных результатов; индукции – при изучении взглядов отдельных субъектов и исследовании их влияния на общий результат; дедукции – при исследовании феномена социального предпринимательства и установлении его связи с определенными социологическими единицами; абстрактно-логический – при выявлении проблем и причин, которые препятствуют развитию социального предпринимательства в Украине; эмпирический – при сборе первичной информации об объекте исследования. Опрос проводился авторами в рамках реализации государственной темы: «Формирование стратегии и приоритетов инновационного развития аграрного сектора в условиях глобализации». Использовались случайные выборки, а генеральная совокупность формировалась на основе статистических данных о количестве сельского населения и субъектов хозяйствования на 1 января 2018 года.

Результаты. Проведено исследование общественного мнения среди жителей сельских территорий Украины и предпринимателей, ведущих бизнес в сельских общинах, по развитию социального предпринимательства. Исследованы потребности граждан относительно социального предпринимательства. Установлен уровень удовлетворенности средой обитания и бизнеса. Выявлены перспективные направления распространения социального предпринимательства. Установлено потенциальную лояльность потребителей к продукту, который будут предлагать социальные предприниматели. Исследована достаточность информационного обеспечения социального предпринимательства и готовность предпринимателей к социальной деятельности.

Научная новизна. Впервые установлено, что предприниматели, работающие в сельских общинах, оказались не готовыми к социальному предпринимательству и указывают на отсутствие у них достаточной информации по этому вопросу, что определило необходимость надлежащего информационного сопровождения по указанной деятельности. Сельские жители положительно воспринимают идею развития социального предпринимательства в пределах собственного населенного пункта и готовы отдать предпочтение в потреблении именно социальному предпринимателю, что позволяет выделить эту форму деятельности как перспективную для развития сельских территорий. Выявлены причины, сдерживающие распространение социальных идей в бизнесе.

Практическая значимость. Обнаруженные настроения среди граждан могут быть использованы органами государственной власти при разработке стратегии развития сельских территорий Украины и апробированы в предпринимательской деятельности.

Ключевые слова: опрос, социальное предпринимательство, сельские жители, предприниматели, общественное мнение.