

СЕКЦІЯ 1

УПРАВЛІННЯ РЕГІОНАЛЬНИМ РОЗВИТКОМ

SUSTAINABLE DEVELOPMENT THROUGH ENTREPRENEURSHIP

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The practical implementation of the sustainable development concept is one of the key global challenges of nowadays that prompts the further paradigm change of the traditional economic system and search for new approaches to harmonize the interests of economic and environmental spheres along with social inclusion, equity and justice. With the human-centered imperative, sustainable development is focused on improvement of standard and quality of life in the integrated realm of economic, environmental and social strata to “meet the needs of the present, without compromising the ability of future generations to meet their own needs” [1, 2].

Despite the criticism of “business as usual” in its traditional execution, entrepreneurship has evolved into its sustainable forms while efficiently addressing economic, environmental and social issues that are unable to be comprehensively covered by the “lagging” public sector, fostering innovation in response to technical and technological developments, digitalization of social communication, networking and interaction, creating and incorporating social and environmental values, scaling its impact through yielding the transformative potential of sharing economy [5].

Being unanimously defined as the driving force of economic growth, entrepreneurship serves generation of job creation, fostering innovation through creation of knowledge and technology, thus synergically contributes to revitalization of depressed territories and resilience of the economic system in turbulent times.

In terms of social and environmental dimensions of sustainable development entrepreneurship has manifested itself in its two distinctive forms – ecopreneurship (i.e. ecological entrepreneurship) and social entrepreneurship. Ecopreneurship began to actively develop in the early 1990s, when opportunities for business

emerged due to the emergence of new environmental legislation, scientific breakthrough in alternative energy sources, and recognition of competitive advantages of green business. Since then entrepreneurship has been thoroughly cited as a solution rather than a cause of environmental degradation embracing the potential to add to public regulation, corporate social responsibility and NGO's activism in resolving environmental issues [4].

Social entrepreneurship has not been in the focus of entrepreneurial activity for quite a while however, the frequent occurrence of crisis phenomena in the global arena and a wide range of their negative social and economic consequences actualized this movement in the business environment. Social entrepreneurship involves implementation of the dual mission of the company - balancing the economic and social returns on investment, which also applies to ecopreneurship - the positive environmental impact received should outweigh its economic gains and benefits.

Obviously, ecopreneurship and social entrepreneurship are two interconnected concepts that constitute the conceptual basis of sustainable entrepreneurship which can be defined as revelation, creation and implementation of entrepreneurial opportunities driving economic growth and generating positive environmental and social impacts for others in the society.

Both sustainable development and entrepreneurship require innovation, which means creation new combination of existing resources. Sustainable entrepreneurs are visionaries who foresee fundamental innovations in traditional markets, thus maintaining and incorporating sustainability values, developing sustainable business models and bottom-up solutions to transform and redirect the path of socio-economic development towards sustainable development and bringing in sustainable innovative entrepreneurial culture that involves both sustainable culture of production and consumption.

Sustainable entrepreneurs are often required to consistently transform the existing business environment, market regulations, societal norms and institutional values. To induce the necessary institutional changes towards a more pro-environmental condition for sustainable products and services, sustainable entrepreneurs can act as institutional entrepreneurs or get into collaboration with other institutional entrepreneurs – actors who leverage resources to create new or transform existing institutions [3].

Therefore, sustainable entrepreneurship is a complex phenomenon that comprises interconnectedness of environmental, social, innovative and institutional entrepreneurship through bringing the three dimensions of sustainable

development – economic, social and environmental in an integrated framework.

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ТЕОРЕТИЧНІ ЗАСАДИ ДОСЛІДЖЕННЯ КРЕАТИВНОЇ ЕКОНОМІКИ У РЕГІОНАЛЬНОМУ ВИМІРІ

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Креативна економіка стала об'єктом досліджень у багатьох країнах. Вона сконцентрувала увагу на ролі творчого потенціалу як нової можливості для економічного розвитку країни та її регіонів. Ідеї креативної економіки базуються на використанні творчого потенціалу людини та багатих культурних ресурсах, що необмежені у всьому світі. Креативна економіка, що використовує ці ресурси, надає країнам та регіонам не лише можливість додаткових джерел підвищення рівня соціально-економічного розвитку, а й можливість поширювати власні історичні, культурні ідентичності, та посилювати роль країни у міжнародній співпраці. В той же час, креативна економіка гарантує культурне різноманіття та людський розвиток.

Про поширення та підвищення інтересу до креативної економіки свідчить і те, що сьогодні наукові знання, креативність визначають параметри економічного розвитку, сприяють створенню інновацій,