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## **PROSPECTIVE DIRECTIONS OF DEVELOPMENT OF SOCIALLY ORIENTED BUSINESS IN UKRAINE**

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In the context of the global crisis and pandemic, the issue of ensuring sustainable development of territories, addressing socio-economic issues and reducing the negative impact of falling macroeconomic indicators is acute.

Deterioration of these indicators has a negative impact on business conditions and, as a result, reduces corporate profits, slows down economic development, the amount of revenues to the state budget decreases - the state has fewer opportunities to overcome problems. A funnel is created.

Therefore, more and more companies around the world are focused on solving social problems, they are so-called "social enterprises". Solving social and environmental problems using public tools and methods requires significantly more resources than when the private sector is involved. [ 1]

If in the developed countries has long been actively implemented the concept of social responsibility of business, in our country in this direction only the first steps has been made [2 ]. The most active in this area are the representative offices of foreign companies, which transfer modern world practices, principles and standards to the Ukrainian business activities, as

well as national producers with a progressive innovation-oriented development strategy.

Among the Ukrainian authors who study the problems of social entrepreneurship, we can note the works of Z. Varnaliy , Z. Galushka [ 3 ], O. Kireeva [ 4 ], V. Udodova , V. Shapoval and others. However , a thorough study of the effective tools for solving social problems of socially oriented business activities has not yet been carried out. In this context, the definition and generalization of foreign experience in the formation and development of social entrepreneurship and its adaptation to the conditions of Ukraine is relevant and of scientific interest.

Some companies are willing to invest in the development of territories, to receive less profit in the short term but to further strengthen macroeconomic indicators and increase income in the future.

Compared to the state, the private sector is able to offer innovative ways to solve the problem, can optimize most business processes and use financial, human and other resources more efficiently. [ 5 ]

In Ukraine, the following approaches are used to understand and describe social practices in business entrepreneurship: social entrepreneurship as a way of social support for certain groups of the population; social entrepreneurship as a mechanism to promote economic development, support entrepreneurship; social entrepreneurship as an alternative to the state mechanism for solving social problems; social entrepreneurship as socially oriented business [ 6 ].

Socially oriented business has broad prospects for development in Ukraine. Firstly , there are no regulations that would determine the organizational and legal form of the enterprise, so the form of business varies from volunteer organizations to large corporations. Secondly, the availability of resources should be mentioned in which traditional business is not interested (refugees, national minorities, special social categories). Moreover, international funds also support social enterprises in every possible way. [ 7 ]

Socially oriented business will help to solve the following social problems:

- overcome poverty, reduce social stratification, ensure equal rights and opportunities for individuals and / or groups of individuals;
- create conditions for children in the realization of creative, cultural, sports opportunities;
- provide affordable housing and the first job for low-income citizens, orphans and children deprived of parental care, the youth, large families;
- create conditions for a dignified life for the elderly, people with disabilities;
- overcome homelessness, eliminate vagrancy among children;
- prevent all forms of violence, including domestic and gender-based violence;
- prevent involvement of children in criminal activities;

- combat human trafficking, rehabilitate victims of human trafficking;
- prevent and solve the problems related to alcohol dependence, drugs, other addictions that have negative consequences for people and the society;
- promote employment for unemployed people, in particular by providing them the knowledge and skills needed for working in a certain profession and finding a job;
- implement measures to protect the environment, ensure environmental safety;
- counteract spreading of socially dangerous diseases;
- address other social issues identified by the acts of central and local executive bodies and local governments.

For the development of social entrepreneurship in Ukraine, it is advisable to introduce the following measures:

- implement the promotion of social entrepreneurship in the society;
- develop legal framework for social entrepreneurship;
- provide access to stable financing support for social enterprises;
- ensure stable access to markets for social enterprises;
- correlate business services with the development of social entrepreneurship;
- support social sector research business.

Thus, the social responsibility of business for both the state and society is the basis for solving some key social problems. The main role in the formation of socially oriented business is played by the state, because the effective development of social entrepreneurship in Ukraine requires the development and implementation of appropriate public policy at the national, regional and local levels. All these measures will ensure the realization of the social goals of the enterprise and the improvement of the socio-economic level of development in Ukraine.

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