

Tepluk Mariia

*Postgraduate Student, Department of Economy Enterprises,
Kyiv National Economic University named after V. Hetman,
mteplyuk@gmail.com*

Zharova Olha

*a second-year student of Kyiv National Economic University named after Vadym Hetman,
olga.zgarova.v@gmail.com*

СОЦІАЛЬНЕ ПІДПРИЄМНИЦТВО В РОЗРІЗІ СВІТОВОЇ ГЛОБАЛІЗАЦІЇ

СОЦИАЛЬНОЕ ПРЕДПРИНИМАТЕЛЬСТВО В РАЗРЕЗЕ МИРОВОЙ ГЛОБАЛИЗАЦИИ

SOCIAL ENTREPRENEURSHIP IN THE CONTEXT OF WORLD GLOBALIZATION

Анотація. У статті визначена роль соціального підприємництва. Досліджено проблемні аспекти глобалізації в контексті становлення соціального підприємництва в Україні.

Аннотация. В статье определена роль социального предпринимательства. Исследованы проблемные аспекты глобализации в контексте становления социального предпринимательства в Украине.

Annotation. The positive effects of the global social entrepreneurship is defined in the article, also problems that it can effectively solve investigated and found the relevance its organization in Ukraine.

In the twentieth century you may not stay away of globalization processes that take place around. Globalization is the process of global economic, political and cultural integration and unification, which applies to all countries of the world, ignoring national boundaries, the boundaries of continents and oceans [2; 4]. Today the world has become more connected and dependent on all its subjects.

The main problem of this topic, which I see, is a large number of social problems. It takes place not only in developing countries but also in developed countries. These problems are not solved by the government, so there is an active spread of the phenomenon of social entrepreneurship.

The aim of our research is to reveal the positive effects of the global social entrepreneurship, to investigate the problems that it can effectively solve and figure out the relevance of its organization in Ukraine.

The birth of social entrepreneurship was in the 70-80th years of the twentieth century. This systematic activity of manufacturing, services, works carries to solve certain social problem and on the basis of sustainability [7–8].

The activities of social enterprises are aimed for category of consumers, which includes more that one third of the population. First of all, they are pensioners, the disabled, preferential categories of the population, people who has problems with alcohol and drugs and so on. The number of such people in Ukraine is increasing every year.

At the beginning of Ukraine's independence in 1993, here was registered 33,500 drug addicted, and for the last 23 years the number of such people in the country has increased sixteen times — almost 550 thousand [4–5]. The number of alcohol addicted is increased 10 times and amounted to 7 million people [7–9]. The number of disabled people in Ukraine over the past 5 years has increased by 5.5% and at the beginning of 2016 here was 2.6 million people, or nearly 6% of the population [8]. As of 2016 the number of pensioners in Ukraine is 12.3 million, representing 28.9% of the total population of Ukraine [3].

All these people need assistance which the government cannot give them, because the financing of social projects is unstable. Therefore, in such situation the existence of social entrepreneurship, which is based on the following principles, is a relevant fact:

- Adopting a mission to create and sustain social value (not just private value),
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,
- Acting boldly without being limited by resources currently in hand,
- Exhibiting heightened accountability to the constituencies served and for the outcomes created [1].

The development of global social entrepreneurship would encourage faster spreading of successful experience of solving the most common social problems, would give opportunities and tools to implement successful social projects, taking into account economic, social, political and cultural characteristics of each country.

To all said above, global company is a company that works in several countries, achieves such benefits in its work that are not available to its competitors. And talking exactly about social entrepreneurship, it is clear that it must have the most powerful instrument for its activities to solve social problems effectively. The globalization of this type of entrepreneurship would promote borrowing of the positive experience of other countries and would encourage solving such problems in Ukraine. As Jeff Skoll, the founder of the Social Entrepreneurs Scoll World Forum, said: «A small piece of good can be turned into a huge benefit when the case is taken by social entrepreneur.»

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УДК 339.137.45:669

Янголь Ганна Вікторівна
аспірантка кафедри економіки підприємств
ДВНЗ "Київський національний економічний університет імені Вадима Гетьмана",
anna.buglak@gmail.com

ВИКЛИКИ ІННОВАЦІЙНОГО РОЗВИТКУ МЕТАЛУРГІЙНОЇ ГАЛУЗІ В УКРАЇНІ У КОНТЕКСТІ СВІТОВИХ ЕКОНОМІЧНИХ ПРОЦЕСІВ

ВЫЗОВЫ ИННОВАЦИОННОГО РАЗВИТИЯ МЕТАЛЛУРГИЧЕСКОЙ ОТРАСЛИ В УКРАИНЕ В КОНТЕКСТЕ МИРОВЫХ ЭКОНОМИЧЕСКИХ ПРОЦЕССОВ

INNOVATION DEVELOPMENT CHALLENGES OF UKRAINIAN STEEL INDUSTRY IN THE CONTEXT OF GLOBAL ECONOMIC PROCESSES

Анотація. Охарактеризовано особливості та проблеми розвитку металургійної галузі України в контексті світових економічних процесів. Розглянуто сильні і слабкі сторони галузі. Запропоновано конкретні шляхи розвитку металургії в Україні.

Аннотация. Охарактеризованы особенности и проблемы развития металлургической отрасли Украины в контексте мировых экономических процессов. Рассмотрены сильные и слабые стороны отрасли. Предложены конкретные пути развития металлургии в Украине.