

implies that individuals should have the same rights and opportunities of influencing the collective decisions affecting them through the process of innovation. In some cases, the complete political foundation in nations characterized as shadow democracies will have to yield for the western style democracy, securing the citizens private individual freedom, private economic freedom, equal rights, a more secure society for everyone, freedom from state corruption and suppression and opportunities for everyone to reach the potential of one`s life [5].

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Socially oriented entrepreneurship: the essence, directions of activity and prospects of development

The success of an entrepreneur, a powerful corporation is determined by many factors, in particular, the degree of responsibility of the entrepreneur to society and

the public. Entrepreneurial activity should be organized and implemented taking into account not only private economic interests, but also interests and needs of society, its consequences should be positive for it; that is, it must be socially oriented.

The priority directions of the socially oriented activity of modern entrepreneurship are: participation in the revival of depressed regions, which are characterized by a significant decrease in the population and the decline of economic activity [2,14], the development of environmental business and the practice of charity and patronage.

Successful overcoming of the problems connected with employment of the population in hopeless cities, generating not only poverty, but also a large number of social "illnesses" (drug addiction, crime, suicide) is possible, first of all, with the participation of entrepreneurship, which can reveal the competitive advantages of a depressed region and by inflating private investment, a well-balanced economic strategy and favorable government policy, "reanimate" the economy in it, and, therefore, give new jobs to people, provide additional revenues to the state treasury, decide a number of pressing social problems. As for the "old cities", it is necessary to apply a "strategy to promote wealth creation" [3,416], to solve their problems from the standpoint of an economic approach, rather than a social one.

The social function of entrepreneurship in the depressed regions of the country would be more active and large in terms of promoting state-owned entrepreneurship. Social business initiatives should encourage it, and socially-oriented entrepreneurship should gain prestige and respect in the eyes of society.

In our opinion, strategically important directions of business activity in the sphere of environmental protection are:

- first, the production of environmentally friendly means of alternative energy (solar panels, wind turbines, etc.);
- second, realization of resource saving practice;
- third, the initiation and implementation of environmental measures, organization of cooperation with the public;

- fourth, the organization of charitable activities in order to overcome the urgent problems in the area of environmental protection;

- fifth, ecologization of relations of the enterprise with consumers of products;

- sixth, participation in the formation of an active ecological "lobby" in state authorities;

For the successful development of environmental entrepreneurship, it is necessary "to combine reasonably economic instruments (financial market, lending, etc.), voluntary activities of business people and command and control functions of legislation" [1,245].

The environmental determinant becomes more and more noticeable in the economic system, defining the prospects for its further development, and should be strengthened through the active participation of entrepreneurship in environmental activities.

There are several factors for the emergence and development of the practice of charity and patronage. Firstly, it is a purely subjective factor, connected, on the one hand, with the desire of merchants and industrialists to satisfy their own vanity and ambitions; on the other hand, with the personal aspirations of the entrepreneur to justify, from moral positions, hired labor, their abundance and activity on its accumulation.

One of the first types of charity, which was widespread until the nineteenth century, was the donation of the "sick and poor" and the temple. Gradually, the idea of charity with religious and moral motives gave way to the idea of serving the public interest.

Secondly, the political factor. For the motivation of entrepreneurs' behavior, the spirit of statehood has a significant impact. Thus, in particular, at one time in the territory of the Russian Empire a "ideology of ministry" was strongly developed, the ideas of which were embraced by all the contemporary social strata.

Thirdly, the social factor. Charity and patronage, in part, contributed to the reduction of social tension in society, generated by the development of business. From the end of the 19th and early 20th centuries, industrialists, realizing the key role

of an employee in the industry, are beginning to participate in the development of education and culture in order to receive qualified personnel in a context of growing market competition. Hence - payments to schools, colleges, universities [4].

Modern domestic and foreign entrepreneurs (R. Akhmetov, the family of Pinchukov, O. Feldman, V. Spivakov, B. Gates, G. Ford, J. Clark, J. Soros, etc.), taking concrete steps to revitalize their activities in public life, revive the practice of philanthropy and charity [5].

Charity and philanthropy are the most common form of directing material resources to solve social problems - social investment of wealthy people. The most far-sighted and educated entrepreneurs have been perceiving charity as a long-term investment for the social needs of society, thus demonstrating a civilized professional approach to solving current socio-economic problems.

The model of socially oriented entrepreneurship is the most promising form of business activity in the modern world, as it promotes a civilized redistribution of material goods in society, the removal of social tension, and the resolution of environmental problems.

At the same time, the formation and functioning of a model of socially oriented entrepreneurship is a vivid example of manifestation of the significant influence of morality on the economy, its ability to influence and determine the economic existence of man.

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