

- cultivation takes place on aeroponic technologies;
- all greenhouse processes are fully automated;
- climatic indicators are clearly controlled, which, in its turn, minimizes the use of chemicals to stimulate growth, control parasites and plant diseases;
- the required crops can be grown all year round, and their yield and environmental friendliness increase many times over.

The described factors of influence do not become a barrier to the gradual introduction of innovations, because everyone understands that in a market economy innovation is a way to progressive business development, it stimulates economic growth in general and encourages a completely different level of youth entrepreneurship. The innovative type of development of youth entrepreneurship directly depends on the level of development of the science, so it is not only the accumulation and transfer of knowledge, but it is primarily the production of new ideas and the creation of practical projects for use and further commercialization. At present, the development of youth entrepreneurship is becoming more popular than ever, because the level of people's well-being, the quality of their life and effective transformations in the economy also depend on it.

7.2. YOUTH ENTREPRENEURSHIP IN UKRAINE: CURRENT SITUATION AND DIRECTIONS OF DEVELOPMENT

Modern developed economy is based on the active development of the business environment. Regional and state management attaches great importance to youth business from the standpoint of unique opportunities for economic and social development of regions. Understanding the place and role of youth entrepreneurship in regional development is evolutionary, it is gradually expanding, complemented by world experience, the active influence of globalization, internationalization of markets.

The development of youth entrepreneurship, as an important segment of maintaining market saturation with goods and services, creating new jobs and reducing unemployment, is one of the main areas of government in the process of modernizing the domestic economy.

Entrepreneurship is a key link in the country's economy and one of the priority areas of development. It not only provides employment population and continuous government revenue, but the positive effect is the competitive environment react quickly is to change the environment and satisfy is the market with necessary goods and services.

In the conditions of active social and economic transformations in Ukraine, when the economic independence of the regions is expanding, the role of youth business for regional development is determined in a new way. This is due to the fact that the youth business covers the largest market share and a variety of economic activities, while having significant competitive advantages over large business. But the lack of proper support for youth business by interested participants in economic relations raises a number of problems for their effective functioning and development. The solution of existing problems determines the need to develop a system of youth business support, which will form the strategic foundations of such support and develop management technologies to stimulate the development of youth business to ensure the necessary stages of effective regional development.

World and domestic practice shows that a necessary condition for the successful development of youth business is state and regional support, as well as assistance in supporting and stimulating the development of small and medium-sized businesses. The priority of state participation in the development of the business sector is to create favorable legal and socio-economic conditions for effective development and expanded reproduction. The main significance of youth business at the state level is to create a middle class and improve the living standards of the population. In the practice of economic development of the country there are cases when youth entrepreneurship is a source of revenue, but the real reason for the need to support and stimulate this area at the state level is the opportunity for society to significantly improve

their living conditions and reduce youth unemployment. Equally important is the support and development of youth entrepreneurship at the regional level. Small and medium business, which includes youth entrepreneurship due to its large number and prevalence in the country, is a powerful catalyst and stimulator of business activity, leads to the unification of all participants in economic relations in the country. Its support and effective development in the transition economy creates the basis for the emergence and functioning of the institutional environment in the region: information services, communications and transport, logistics, various types of technical and consulting services (Finagina, 2005). Youth entrepreneurship increases the production of goods, trade and services in a certain area, as a result begins to attract additional resources, to intensify the internal savings of the population and regions. That is, such factors provide an increase in cash inflows to local budgets. In regions where there is no large-scale production, total revenues from small and medium-sized enterprises may overlap with the activities of large enterprises (Savitska, 2004).

Youth entrepreneurship is a priority and driving force in the development of any country with an economy in transition, as the most dynamic element of its structure, which responds quickly to changes in market conditions and gives the market economy the necessary flexibility and stability. Youth entrepreneurship opens the necessary ways to increase trade and increase the competitiveness of the enterprise, which opens the way for the creation and effective operation of all enterprises.

Youth business plays an important role in the development of effective medium-sized businesses, which in the process of its growth and development moves to another, larger category. Therefore, small and medium-sized businesses are considered in the unity, similarity of goals, institutions, scales, which encourages their overall more effective interaction and eliminates the process of suppression of small business large.

The place of youth entrepreneurship in Ukraine is determined by quantitative indicators of its activity. In Ukraine, the share of youth entrepreneurship in the total number of small and medium enterpris-

es is 2 5.2%, respectively, which does not correspond to the level of developed countries. According to the statistical service of the European Union (EU) Eurostat, in the Commonwealth of 20 million active enterprises, excluding the financial sector, 47.4% belong to youth businesses. In the USA, Japan, Great Britain, Germany, Italy, and France, about 53.2 % of enterprises are owned by people under the age of 35.

In Ukraine, the enterprises of small and medium-sized businesses in 2014 employed 6.8 million, which is only 36% of the economically active population of working age. At the same time, in the countries of the European Union this figure is more than 50%, and in Japan - about 80%. In the countries of the European Union, small and medium enterprises generate 50-70% of gross domestic product in Ukraine this figure is almost four times lower (Drucker, 1998).

Youth entrepreneurship has certain advantages that ensure the development of the country's regional economy.

First, youth entrepreneurship, unlike other types of business, does not require large investments and is characterized by rapid payback. This greatly simplifies the process of starting a business and filling the necessary niche in the market.

Secondly, a feature of youth entrepreneurship is the ability to develop more dynamically and efficiently, provide the necessary mobility in market conditions, focus on innovation, and respond quickly to consumer demands. Thanks to these features, youth entrepreneurs are innovators of new ideas and introduce new technologies in the market, as well as better know the needs of a small circle of their customers.

Third, open access and ease of entry into this sector of the economy, in contrast to other forms of business, which increase the ability to attract to work in their enterprises such professionals who work at their own risk for a small fee. The main reason for this interest is the desire to realize their creative potential to function independently and no activities to choose. Under such conditions, the cost of job creation decreases, the independence and self-confidence of the entrepreneur increases, which increases the potential of youth entrepreneurship and increases the emergence of new ideas (Pryamukhina, 2015).

Fourth, youth entrepreneurship significantly increase is the level of market and encourages entrepreneurs to better quality and activity, while other forms of business monopolize the market. Due to competition, youth enterprises better provide local markets with goods and services, while big business operates throughout the country, so it is slowly developing the market of each region. Youth entrepreneurship is mostly used by local regional resources, more strongly tied to their location.

Fifth, youth entrepreneurship solves employment problems in the region by creating jobs, providing jobs to workers laid off in the process of restructuring large enterprises, creating the conditions for the formation of the middle class, the existence of which weakens the market economy's tendency to social differentiation and expands the social base reforms (State Statistics Service of Ukraine).

Sixth, increase the level of competitiveness of regions and industries due to high mobility in the use of resources, short time of reformatting activities. Seventh, they solve a significant number of social problems and the organization of the social sphere in regional economic complexes. Provide services in the field of education, health care, culture, etc.

This direction stimulates the active expansion of standards of socialization of the economy. In addition, youth entrepreneurship is a significant source of replenishment of local and regional budgets, being interested in the economic development of the territory in which they are located. Given these advantages, it can be argued that small and medium-sized businesses are an indicator of determining the effectiveness of the regional economy in its functional tasks related to improving living standards, increasing self-sufficiency and economic potential in general (Agency for Regional Support of Entrepreneurship and Investment).

Youth entrepreneurship creates the necessary conditions for such an important factor as the incubation of the market environment of the region, targeted incubation of enterprises - innovation, socially oriented and others. Thus, youth entrepreneurship, which is an organic structural element of the market economy, additionally acquires the functions of

a structural element and creates a positive economic climate for the incubation of the market economic space. It is youth entrepreneurship that has the ability to self-regulate, self-reproduce and function independently within a certain market niche. Youth entrepreneurship stimulates the development of innovation and innovative transformations in a market economy and creates the necessary basis for the implementation of effective management decisions in order to expand in any country. Youth entrepreneurship restructures the country's economy, accumulates the necessary resources of the regions, stimulates the population's demand, ensures the saturation of the market with consumer goods, and so on. Youth entrepreneurship occupies a fundamental place and plays a key role in the socio-economic development not only of the region, but also of the state as a whole.

Documents state that in order to combat poverty among young people, targeted state assistance is of great importance, which is aimed at overcoming youth unemployment and creating youth enterprises. Policy, which is aimed at assistance to young people should aim at creating an efficient market infrastructure, supporting individual and family businesses, small and medium enterprises (Analytical report on the State and prospects of small and medium business development in Ukraine).

It is youth entrepreneurship in the state that is an effective means of reducing the number of the poorest sections of the population, which primarily allows to reduce public spending on crime, social protection (Pryamukhina, 2015). The effectiveness of youth entrepreneurship is also influenced by a combination of internal and external factors. If internal problems can be solved by small enterprises locally, at the local level, then overcoming many external obstacles requires effective action by the state at the regional level (Analytical report on the state and prospects of small and medium business development in Ukraine). Since external and internal problems are mostly closely linked, it can be argued that the state is extremely focused on resolving the contradictions between different institutions related to youth entrepreneurship at both local and regional levels (Agency for Regional Support of Entrepreneurship and Investment).

Effective development of youth entrepreneurship is the main indicator of stability and progressive economic development of the country, because it is the business sector that provides the country's economy with all necessary resources and contributes to the realization of existing potential. The level of economic development of the region depends on the state of development of youth entrepreneurship, because the level of consumption of the population in the region reproduces their purchasing power and, accordingly, the possible expected profits of entrepreneurs. Therefore, the relationship of economic development of the region with the development of youth entrepreneurship is of particular importance from the standpoint of their interdependence and objectivity (Bulletin "The right to know everything about taxes, 2015). Given the significant role of youth entrepreneurship in the economic development of individual territories and the state, there is a need to determine the peculiarities of its functioning in modern market, economic and political transformations.

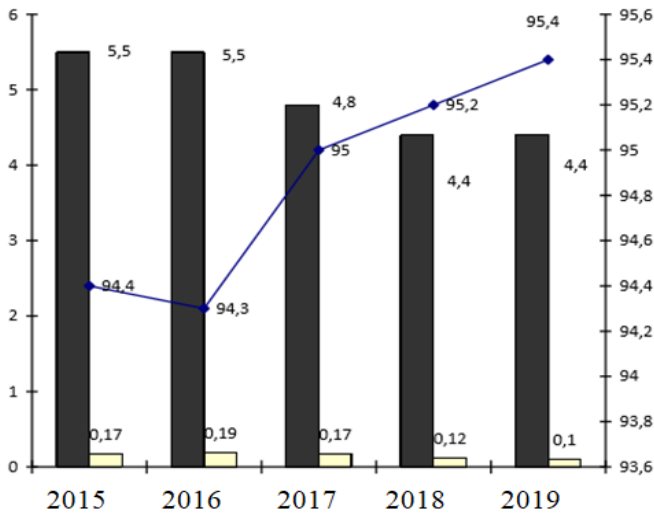
Youth entrepreneurship, which is a small and medium business in Ukraine, as in other countries, is a priority for the development of regions of the country and the formation of its system of economic development.

Consider the share of small, medium and large businesses in Ukraine to determine their contribution to the development of the regional economy (Fig. 1) (Novytska, 2014). The share of the number of small enterprises among the total number of enterprises increased by 1% over five years due to a decrease in the share of medium and large enterprises. The structure of all enterprises has changed in the direction of increasing small enterprises and decreasing others within five years, but if we consider the dynamics of the number of small enterprises, it has decreased by almost 30,000 units in five years.

This situation indicates an increase in the role of small business and at the same time the repayment of entrepreneurial activity of enterprises due to certain difficulties of economic, social, financial and political nature. The quantitative structure of business enterprises in Ukraine has not changed significantly during the study period. In general, the

number of small businesses in 2016 reached 99.9% of the total, we can say that the business sector in Ukraine was formed quantitatively and corresponds to the European average (State Statistics Service of Ukraine). The number of youth enterprises does not determine the efficiency of this sector in Ukraine, the number of employees at these enterprises and the volume of their products is important, because the number of enterprises may be minimal, and the number of employees and the volume of products produced at them is quite large, and vice versa.

Fig. 1 Dynamics of the proportion of small, medium and large businesses in Ukraine 2015 - 2019 years.



Small youth enterprises in the regions make up the vast majority of all types of enterprises and are a “back-up option” for medium-sized businesses in the event of the threat of bankruptcy. In the ranking Doing Business -2016 Ukraine took 83rd place among 189 countries, improving its rating compared to the previous year by 4 positions. Our country is ranked between Saudi Arabia - 82nd place and Brunei - 84th place (Ihnatenko, Marmul, Petrenko, Karnaushenko, Levaieva, 2020). This rating is compiled by the World Bank and is assessed in the following areas:

business registration, building permit, connection to electrical systems, property registration, obtaining loans, protection of minority investors, taxation, international trade, execution of contracts, insolvency.

The system of financial mechanisms for the development of youth entrepreneurship in Ukraine consists of budget, credit and self-financing mechanism (entrepreneurs' own funds). According to the State Statistics Service of Ukraine in 2019, the main source of investment for all economic entities remained own funds, which accounted for 59.2 % of total funding on average in Ukraine, loans and other external loans - 16.1 %, funds from the state budget and local budgets - 6.3 % and 3.2 % respectively [6].

According to the data, Ukraine does not meet the modern requirements of progressive changes in the economic environment and lags far behind all other countries. The lack of effective state support in the presence of a legal framework to support youth entrepreneurship significantly slows down the country's economic development and reduces its competitiveness on the world stage.

According to the ranking of Doing Business-2016 : Singapore - 1st place; Denmark - 3rd place, Great Britain - 6th place, USA - 7, Germany - 15, Poland - 25, France - 27, Japan - 34, Ukraine - 83 (Ihnatenko, Marmul, Petrenko, Karnaushenko, Levaieva, 2020). Given the values of the rating, it will be useful to consider some models of support for youth entrepreneurship in developed countries. The leading country in conducting and supporting youth business - Singapore, has created all the necessary conditions for easy and efficient business, provided the necessary government support, so it is no coincidence that there are more than 3.5 thousand well-known global companies and more than 120 multinational companies, which have their offices (Rusnak, Karnaushenko, Petrenko, 2018; Petrenko and Karnaushenko, 2020; Tanlevska, Petrenko, Karnaushenko and Melnikova, 2020).

Britain is a leader among the countries in creating the most favorable conditions for the development of youth entrepreneurship, which has saved about 10 billion pounds annually sterling by reducing formal procedures and bureaucratic red tape (Petrenko and Karnaushenko,

2020). Germany stimulates the development of youth entrepreneurship by preferential lending terms, but there are still some difficulties in doing business in this country. However, 2/3 of the total economically active population is employed in entrepreneurship. Small and medium-sized firms account for half of the country's GDP, making up to 40% of all investments. In economically developed countries there is a variety of forms of state support for private owners. In addition, the business sector is characterized by high dynamism, flexibility of innovation, the ability to accelerate the creation of new industries and generate new jobs. In the United States, almost 55% of innovation and 75% of jobs have been created in the sector over the past decade, and it is almost 9 times more efficient than large businesses (State Statistics of Ukraine).

The Ukrainian model of youth entrepreneurship has weak features of tax assistance with the addition of legislative mitigating benefits and credit programs, which does not work effectively due to low interest of participants in economic relations. The existing problems require the development of such an approach to support and promote the development of the business sector, which involves all participants in economic relations and sources of their effective functioning, as well as focuses on both qualitative and quantitative results of such an approach.

The business sector should be supported on the basis of a comprehensive system, the components of which regulate, restore, develop and support youth entrepreneurship. The system consists of sources of support that establish the availability and number of entities directly involved in supporting youth entrepreneurship; support mechanisms that reveal possible types of support; support tools - those that identify means to support youth entrepreneurship; management technologies - reveal the methods or ways by which support is provided and reveal the managerial impact on youth entrepreneurship .

Systematic and effective use of sources of support for youth entrepreneurship will allow Ukraine to reach the European level of development and compete with dignity both nationally and internationally. In the developed countries of Europe, the systemic support of youth entrepreneurship by the state, the market, infrastructure and

investors has been used for a long time, which as a result gives optimistic results. Therefore, in Ukraine, such a comprehensive operation will promote the active attraction of foreign investment, increase the competitiveness of enterprises and carry out active economic development of the country's regions.

The functioning of the states economy as a whole depends on the development of youth enterprises, but Ukraine has not yet developed a clear regulatory strategy and has not substantiated the program for the development of this form of management. The system of financing and logistical support for the formation and development of youth entrepreneurship is imperfect, and the legal and organizational issues of the companies' activity remain unresolved. Therefore, it is advisable to study the mechanisms of support for youth entrepreneurship, which cover the system of interaction of different business entities and determine the priority levers of business development, as well as the possibility of eliminating problems that arise along the way.

The presence of problems in the development of youth entrepreneurship is recognized by both practitioners and scientists. The vast majority of independent experts determine that the formation of an effective mechanism to support youth entrepreneurship is the most relevant and influential for the study and research of the theory of support for youth entrepreneurship (Tanklevska, Petrenko, Karnausenko and Melnykova, 2020). Since its effective support cannot be carried out without the formation of appropriate mechanisms, there is a need to use the socio-economic potential of business entities, and thus effectively spend budgetary resources.

Youth entrepreneurship is an important factor in the development of Ukraine's economy, and overcoming the economic crisis is associated with the development of principles, mechanisms and methods of support, in which the main problem is the practical implementation of legal support to regenerate the positive dynamics of socio-economic characteristics of youth entrepreneurship. The key to improving the efficiency of small youth enterprises in Ukraine is to create decent conditions for their existence, which will be possible due to the creation of

an effective system of business reproduction and the use of the necessary tools to support it.

Therefore, purposeful and systematic development of a youth enterprise, realization of its innovative, creative and resource potential should be carried out due to the presence of an effective system of support and stimulation of such enterprises, which provides goals, mechanisms and tools, principles of enterprise development.

The development of youth entrepreneurship in the region is the basis for increasing the welfare of the population, increasing its middle class and the formation of social capital, contributes to creating a positive image of Ukraine, ensuring an efficient market economy for its integration into European and world economic systems. And the possibility of using modern management tools to support youth entrepreneurship opens wide opportunities for the adaptation of Ukrainian youth entrepreneurship policy to European, increase competition, both external and internal, and increase the country's economic potential.

7.3. FEATURES OF YOUTH ENTREPRENEURSHIP IN UKRAINE

The issue of youth business development is becoming increasingly important at all levels. It is young businessmen who are given the main responsibility for the future economic formation of the country. The need to develop a new generation of businessmen – active, young, creative people, who are able to play a special role in the economy, business and society, has intensified. Young people are extremely receptive to new technologies, actively use them and see no limits when interacting with new resources. The world of information technologies, which is at the stage of development and actively penetrates into all spheres of life, is the world of youth.

Thus, at the moment, youth entrepreneurship is considered one of the first trends in the formation of small and medium-sized businesses in the country. The development of a number of conditions that encour-