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SOCIAL ENTREPRENEURSHIP IN UKRAINE: KEY ASPECTS

Account Taking into the Ukrainian situation with weak development of rural areas, educational discrepancy at public inquiries, low funding from the side of the state and local budgets, lack of proper development of the student government, passive attitude to global problems it is obvious that there are some requires to activate and address the society to the pressing social problems. Social entrepreneurship is a kind of business which has a social mission.

Unlike traditional (profit maximization) is created to solve social problems. An example of social entrepreneurship is known on the world market, the company «Ashoka», which is considered the “godfather” of social entrepreneurship. Due to the activity of this particular company and its founder Bill Drayton, social entrepreneurship as business practices and as a subject of study had began its wide distribution. As for the historical aspects of the development and promotion of social entrepreneurship in Ukraine, in 2006 the project "Citizen Action Network in Ukraine» (UCAN) had been introduced and funded by the United States. The USA experts had conducted trainings for NGO representatives. Later, the US government provided grants for the establishment of social enterprises on the basis of business plan competition. In the years 2010-2013 another initiative had taken place. The British Council, the “Eastern Europe” and “Renaissance” funds, the auditing firm Pricewaterhouse Coopers, “Erste Bank”, Joined and public non-profit organization “Ukrainian Fund support” had entered the Consortium “Promoting social entrepreneurship in Ukraine”. In March 2011, the British Council in Ukraine, acting on behalf of the project partners (EEF, PricewaterhouseCoopers, Erste Bank) and Ukrainian Support Fund had signed a memorandum on cooperation on the project

“Promoting social entrepreneurship” in Ukraine. Nowadays Ukraine has developed a number of legal documents that regulate activities on entrepreneurship. Among them we can mention the Civil Code, the Commercial Code, the Tax Code, the Law of Ukraine “On state registration of legal entities and individuals – entrepreneurs”, the Law of Ukraine “On Business Associations”, the Law of Ukraine “On consumer cooperatives”, the Law of Ukraine “On volunteer Activities”, etc. Unfortunately, in Ukraine has not yet adopted a law on social entrepreneurship that would regulate the activities of social enterprises.

A positive aspect of social entrepreneurship in Ukraine is worth to be noted. The demand for consumer culture had increased. Today, our consumers study not only the pricing of goods in details but the country of manufacture, quality characteristics and availability of the social component before buying a product. This is a powerful argument on the spread of social entrepreneurship in Ukraine. The social enterprises in Ukraine are not very widespread, that is why social entrepreneurs can easily occupy an appropriate niche and find their immediate customers, solving the financial problems of the company and making the contact with society. Social entrepreneurship becomes widespread in Ukraine, because the creation of various social enterprises gives an opportunity for their future promotion. Most importantly, it is not just charity when social enterprises’ activities meet the social needs in different parts of the country.

We believe that social entrepreneurship will become popular in Ukraine by means of selforganization of social enterprises, the personnel training, scientific conferences, round tables in order to exchange experiences, and so on.

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ANTITRUST AND COMPETITION POLICY AS MEANS OF ENSURING OF ECONOMIC DEVELOPMENT

The aim of the article lay in determination more active directions of antitrust and competition policy for ensuring of economic development.

The method of analysis and synthesis and method of analogies were used in the research process: in substantiating essence of the concept of “economic