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SOCIAL ENTREPRENEURSHIP AS A TOPICAL AREA OF ECONOMIC DEVELOPMENT IN UKRAINE

Summary

The article is devoted to the analysis of social entrepreneurship as a topical area of economic development in Ukraine. The purpose of the study was to define the essence, characteristics, and analyze the state of social entrepreneurship in Ukraine. The article identifies the leading sectors of social enterprise activity, identifies the main problems and directions of their development. To analyze social entrepreneurship in Ukraine, the authors use the methods of scientific literature analysis, quantitative data analysis, comparative method, and expert evaluation methods. This allows us to comprehensively consider the phenomenon of social entrepreneurship, identify its key characteristics, problems and prospects. According to the analysis, the key problems are the lack of adequate funding and support from the state. On the other hand, the article reveals significant potential for the development of social entrepreneurship in the areas of employment of vulnerable groups, ecology, and financing of social services. Based on the results of the study, it can be concluded that social entrepreneurship in Ukraine requires a comprehensive approach for further development, which would include legislative initiatives, financial support, and broad educational activities. The practical significance of the study is that it can serve as a basis for developing strategies and policies to promote the development of social entrepreneurship at the state and local levels. The results of the analysis may be useful for organizations that finance or plan to finance social entrepreneurship projects, as well as for social entrepreneurs looking for effective business models.

Keywords: social entrepreneurship, economy, social responsibility.

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