
СЕКЦІЯ 2.

Економічні та соціальні чинники публічної політики

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UKRAINIAN SMALL AND MEDIUM-SIZED ENTERPRISES: IMPACT ON SOCIAL STABILITY THROUGH PUBLIC POLICY

Russia's war against Ukraine, which began in 2014, and the open, full-scale aggression in 2022 have significantly changed Ukraine's social landscape. Instability and uncertainty about the future have led to certain changes in society's attitude toward business.

Micro, small, and medium-sized enterprises (MSMEs) are the backbone of Ukraine's economy, accounting for 99.98 percent of all businesses that provide 74 percent of job places. They produce 64 percent of the added value. [1]

Naturally, in response to the full-scale invasion, the state has allocated all its resources towards self-defense, which has unfortunately led to the ruin of several companies. Based on the National Bank's calculations, the Ukrainian economy saw a 50% decline in value as a result of the "unrealized" GDP. Specifically, the national economy incurs a cost of almost UAH 50 billion weekly. According to the IMF, Ukraine's economic losses resulting from the Russian military invasion are estimated to be 35% of its GDP. [2]

However, Ukraine's economy has demonstrated resilience due to the collaborative endeavors of the government and business sectors, the swift rehabilitation of essential infrastructure that was destroyed or damaged, and the ongoing financial backing from foreign allies.

Due to the state's significant fiscal load and its struggle for existence, it is unable to meet the majority of its social responsibilities, funding initiatives, and offering development funds. Business, faced with several war-related challenges, are slowly assuming this responsibility. Meanwhile, the state is under pressure to

liberalize business but is unable to do so effectively because of its significant budget deficit. However, both parties are attempting to achieve equilibrium. There are some details about Ukrainian business. The Ukrainian government has regularly implemented steps to help businesses. There are some details about Ukrainian micro, small, and medium-sized enterprises. The categorization of micro, small, and medium-sized firms in Ukraine lacks clear boundaries. These firms are classified by the legislation according to their number of employees and their turnover. Nevertheless, as a result of several tax optimization strategies, a firm might operate as a conglomerate of small businesses that may eventually consolidate into a unified entity at a certain juncture.

Despite the ongoing battles and bombardment of civilian infrastructure, corporate officials persist in alleviating pessimistic projections for their growth and the progress of products and services manufacturing. Advanter Group research, the Centre for Innovation Development, the Office for Entrepreneurship and Export Development, and the national project Diia, presented conclusive data about commercial activities for the time frame of May 31st to June 11th, 2023 [3]. When examining the UBI (Ukrainian Business Index), which measures business activity and its capacity to boost revenue and generate employment, we observe that in June 2023 it reached a value of 35.34 (out of a maximum of 100), indicating an improvement compared to April 2023 (34.03) and June 2022 (22.73). [4]

Notwithstanding the ongoing conflicts and regular power outages throughout this winter season, the economic sector in Ukraine remains stable. Amidst a challenging economic climate, Ukrainians are shown increasing bravery in venturing into entrepreneurship. According to Opendatabot, there was a significant increase in the number of entrepreneurs who started their firms in June 2023. Over the last three years, specifically, 31,477 individual entrepreneurs were registered, which is a record figure. June and July 2020 witnessed the establishment of almost 30,000 new enterprises. During the first half of 2023, Ukrainians established around 134 thousand new firms, accounting for nearly 70% of the total. The diagram illustrates the quantity of recently established sole proprietorships in the year 2022. [5]

In the first half of 2023, similar to the previous year, the retail trade sector had the highest number of new company ventures, with 3,405 Ukrainians (28.7%) formally commencing their entrepreneurial endeavors. Before the commencement of the full-scale conflict, computer programming, consulting, and associated activities were the most popular. Currently, they are classified as the second most popular category. In 2023, a total of 11,882 entrepreneurs, which accounts for

8.9% of the total, have initiated their firms in this specific region. With a total of 8745 individual entrepreneurs, the sector of "provision of other personal services" ranks as the third-most popular, accounting for 6.5% of all new businesses. A majority of small and medium-sized firms in Ukraine, specifically 57.2%, solely operate inside the domestic market. [6]

Businesses cite various problems and challenges that hinder the recovery and growth of entrepreneurial activity. These include unforeseeable events and government actions, a shortage of financially stable customers, heightened scrutiny from law enforcement and regulatory agencies, a scarcity of skilled workers, and limited access to financial resources for operational needs and expansion initiatives. The business prioritizes combating corruption, implementing tax and judicial reforms, and enhancing access to financial resources.

The primary challenge during times of conflict is a significant decrease in sales, up to 64.1%. Another major hindrance is the inadequate staffing caused by the deployment of professionals to the Armed Forces of Ukraine, accounting for 47%. Businesses attribute the increase in production costs to 31.2%, while a restriction on overseas business visits for males accounts for 29% of the challenges faced. Additionally, logistical concerns contribute to 26.9% of the difficulties encountered. [6]

Businesses are compelled to address social concerns due to the significant pressure they face. This necessitates significant shifts in societal attitudes towards business, particularly in the post-Soviet context where being an entrepreneur is often viewed negatively due to the prohibition of private property and the eradication of the entrepreneurial class in the former USSR region. It also calls for changes in gender stereotypes, perceptions of individuals with disabilities, attitudes towards resources, and a departure from paternalistic approaches in society. Additionally, it requires a reevaluation of the importance of social capital, with a recognition of the effectiveness of horizontal connections, particularly within the volunteer movement. Lastly, there is a need to reconsider the social role of the entrepreneur.

The most significant influence of small and medium-sized enterprises (SMEs) on society and the military:

SMEs, or Small and Medium-sized Enterprises, are involved in the Ukrainian army and the volunteer movement. Engagement in the volunteer movement and monetary backing from the military are crucial elements of a company's reputation. Oleksandr Yakovenko, the founder of EnlivUa logistics organization, who has prior experience in goods forwarding and container shipping, started

volunteering to protect his business and the city of Odesa. At the onset of the conflict, he established a business manufacturing bulletproof vests, which he subsequently diversified to include the production of FPV drones.

Small and medium-sized enterprises have a crucial role in effectively adjusting and recovering from losses and unexpected events. Mykola Bondarenko, hailing from the Vinnytsia area, received financial assistance from the Ukrainian Veterans Fund following the unfortunate demise of his son, who was a pilot. With the collected funds, he established a veterinary clinic and a veterinary pharmacy. Mykola Ruzhytskyi, a 66-year-old individual, obtained a grant after being injured and later founded a pig farm.

Ensure sufficient protection for the population residing in regions that are under occupation or located on the frontlines. For example, the occupation of Kherson resulted in a substantial number of people suffering from severe chronic illnesses, who were unable to obtain insulin and other necessary medications. To receive it, they were required to acquire Russian citizenship. Individuals who did not acquire Russian citizenship were not eligible to get the medications and most pharmacies were closed. Only a limited number of privately owned pharmacies remained operational. Sergey Gulvas, owner of Express Med, opted to deliver and coordinate the distribution of life-preserving pharmaceuticals into the city in collaboration with other volunteers. It was dangerous and difficult. The delivery was efficacious, and all those in need of medications got them.

Small and medium-sized enterprises aggressively endorse and assist their colleagues and rivals. For example, after a bombing in Kyiv, a private clinic was severely damaged. The proprietors of the other clinics allocated their finances to renovate it.

Engaging in proactive international business growth. The objective is to assist those who have been temporarily displaced from Ukraine in adapting and accessing transparent services. For example, Nova Poshta, franchise "Galya Baluvana", as well as other educational, informational, and consulting services. This enables us to see the incorporation of small and medium-sized enterprises into social processes and their substantial contribution to society.

Business leaders hold a critical role in shaping not only their companies but also the social and economic stability of the region. Their influence is far-reaching, and effective public policy is key to aligning their goals with societal needs. Here are the main aspects of this influence:

Economic Stability & Budget Contributions. Business owners contribute significantly to local and national budgets through taxes. This financial support is

crucial for funding public services and infrastructure. They also play a key role in supporting social stability by maintaining business activities and creating economic opportunities.

Military Support & Social Responsibility. Businesses have taken on a new role, particularly in times of war. They provide social and financial support to the military and their employees who serve on the front lines or are economically reserved. This includes offering jobs and assistance to the families of those fighting, as well as organizing volunteer activities and making donations.

Business Diplomacy. Business diplomacy becomes an essential tool in ensuring that businesses contribute to the region's global reputation. Through partnerships and collaborations, companies help maintain open dialogue and foster relationships that can further regional development.

Cultural and Historical Policy. Business leaders need to position themselves in terms of cultural and historical policy, advocating for the protection of rights and freedoms. They are expected to offer suggestions for development and defend sectoral interests in the face of legislative challenges.

Clear Communication & Public Policy. In complex environments, clear communication is key. Public policies need to be clearly communicated, with space for dialogue between the government and the business sector to ensure aligned goals. The multi-level communication that is now required demands that business leaders are both proactive and adaptable to the ever-changing landscape.

This framework applies especially to Ukrainian small and medium-sized enterprises (SMEs), which have proven to be a key stabilizing factor during the current conflict, supporting not only their employees but the wider community through their activities and partnerships. SMEs are actively involved in both domestic recovery and international business growth, showcasing their vital role in the country's social fabric and resilience.

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Мартинюк Ілля

Здобувач першого рівня вищої освіти
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ПЕРВИННЕ НАКОПИЧЕННЯ КАПІТАЛУ В ІСПАНСЬКІЙ КОЛОНІАЛЬНІЙ ІМПЕРІЇ, АСПЕКТИ ПОСТКОЛОНІАЛЬНОГО РОЗВИТКУ СУЧАСНОЇ ІСПАНІЇ

Дослідження первинного накопичення капіталу в Іспанській колоніальній імперії є надзвичайно актуальним, оскільки воно дозволяє зрозуміти не лише економічні механізми, які сприяли формуванню світової капіталістичної системи, а й їхній вплив на сучасні економічні структури постколоніальних країн. Іспанія стала одним із головних центрів акумуляції багатств у XVI–XVII століттях, що спричинило значні зміни в європейській та світовій економіці. Аналіз цих процесів допомагає виявити закономірності становлення капіталізму та його наслідки для сучасних глобальних економічних відносин.

Поняття первинного накопичення капіталу набуло великого значення в історії економічних процесів, особливо з точки зору розвитку сучасного капіталізму. Іспанська колоніальна імперія стала однією з перших великих імперій, в рамках якої були застосовані специфічні механізми примітивного накопичення, що забезпечили подальший розвиток економічної системи