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**ПОКРАЩЕННЯ СИСТЕМИ СОЦІАЛЬНОГО ЗАХИСТУ НАСЕЛЕННЯ
В КРИЗОВИЙ ПЕРІОД ЧЕРЕЗ ПРИЗМУ ЗАЛУЧЕННЯ СОЦІАЛЬНИХ
ПІДПРИЄМСТВ У ТРАНСПОРТНІЙ ГАЛУЗІ**

У даному дослідженні авторами проаналізовано тенденції, що відбуваються в соціальній сфері через призму введення режиму воєнного стану та бойові дії на досить значній території. Виявлено, що через дані несприятливі явища відбувається стрімке зростання безробіття із одночасним збільшенням частки вразливих категорій населення і, відповідно, значно погіршується рівень їх соціального захисту. Визначені особливості змін в системі соціального захисту в умовах війни. Запропоновані напрями розвитку соціального партнерства.

Встановлено, що наразі проблеми пов'язані із соціальним забезпеченням населення та захистом є однією з найбільш досліджуваною в світі. Загальносвітові економічні кризи всіх років в значній мірі погіршують соціально-економічне становище суспільства, як в демографічному так і економічному аспектах.

В реаліях сучасного соціально-економічного розвитку України невід'ємною складовою державної політики має бути соціальний захист. Так як ключовою функцією держави є забезпечення добробуту, соціального й духовного розвитку та забезпечення безпеки громадян.

Питання залучення підприємств транспортної галузі до вирішення проблем соціального захисту населення є досить важливим та в багатьох аспектах визначальним. Зважаючи на те, що підприємства транспортної галузі є важливим елементом економіки і в той же час самостійною багатоелементною системою – це той

інструмент, за допомогою якого є можливість вирішити проблеми транспортного характеру соціально незахищених категорій населення

Ключові слова: соціальний захист, вразливі категорії населення, безробіття, військовий стан, соціальні послуги, транспортні підприємства.

Рис. 4, Табл. 1, Літ. 16

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**IMPROVING THE SYSTEM OF SOCIAL PROTECTION OF THE
POPULATION IN TIMES OF CRISIS THROUGH THE PRISM OF INVOLVEMENT
OF SOCIAL ENTERPRISES IN THE TRANSPORT SECTOR**

In this study, the authors analyse the trends in the social sphere through the prism of the introduction of martial law and hostilities in a fairly large area. It is found that these unfavourable phenomena are causing a rapid increase in unemployment with a simultaneous increase in the share of vulnerable categories of the population and, accordingly, a significant deterioration in the level of their social protection. The features of changes in the system of social protection in the conditions of war are determined. The directions of development of social partnership are proposed.

Translated with DeepL.com (free version)The article establishes that the problems related to social security and protection of the population are currently one of the most studied in the world. The global economic crises of all years have significantly worsened the socio-economic situation of society, both in demographic and economic terms.

In the realities of Ukraine's current social and economic development, social protection should be an integral part of state policy. This is because the key function of the government is to ensure the well-being, social and mental development, and security of citizens.

The issue of involving transport enterprises in solving social protection problems is quite important and crucial in many aspects. Given that transport enterprises are an important element of the economy and at the same time an independent multi-element system, they are

the tool that can help solve transport problems of socially vulnerable categories of the population.

Key words: social protection, vulnerable categories of the population, unemployment, martial law, social services, transport enterprises.

Fig. 4, Tab. 1, Ref. 16

Problem statement. Today, Ukrainian society is facing many obstacles and challenges due to the state of war, which has led to the development of a critical situation in the social, economic and political spheres. In this state of affairs, the state demonstrates significantly limited capabilities with an unlimited number of unresolved social problems. The insufficient level of material security of Ukrainians, rising unemployment, and an increase in the proportion of vulnerable groups are all factors that prompt the search for new ways to solve existing social problems. In particular, one of the innovative means and tools for addressing such problems may be the functional activities of social enterprises. The key areas of activity of this sector include social and economic integration into society, socially vulnerable groups, addressing unemployment and implementing social measures, etc.

Social protection is an integral part of the state's social policy. Social protection is based on the state providing assistance to the most vulnerable categories of the population through measures implemented by the relevant state authorities and budget expenditures. The most vulnerable groups in Ukraine include: combatants; low-income and disadvantaged families; Ukrainians who suffered damage as a result of the Chernobyl disaster; people engaged in the provision of social services; women who have received the honorary title of „Mother Heroine“ of Ukraine; victims of human trafficking; large families; single mothers; people with special needs, etc. These categories are also called privileged categories. The level of financial well-being of these categories of citizens is rather low, although this is due to circumstances beyond their control.

The problem of social protection of the population can be solved by changing the priorities of production and industrial enterprises. The social orientation of enterprises will allow them to solve some of their strategic issues related to staffing and will also contribute to the development of low-income categories of the population of the administrative unit in which they operate.

The newest system of social values encourages a shift in the target priorities of enterprise progress. The leading place is occupied by its social aspects, which also require a change in the vector of views on the issues of selecting development criteria and assessing effective economic growth. The corresponding change in the system of priorities provokes the need for a more detailed study of the issue of enterprise development as an element of the social system.

An important element of the social protection system should include not only enterprises whose activities are only to a certain extent aimed at social protection, but also such a category of business entities as social enterprises. They are the ones who take the lead in addressing social issues.

The problem of social protection of the population is one of the most studied in the world. The global economic crises of all years have significantly worsened the social and economic situation of society, both in demographic and economic terms. The number of elderly people is growing rapidly, while the number of people of working age is decreasing significantly. The integration of our country into the European Union requires the transformation of the social protection mechanism, as currently the funds allocated in the state budget cannot fully cover the real needs of citizens in need of social protection. Unfortunately, the national social protection system is quite outdated and requires transformation at all levels of the public administration system. In wartime, temporarily

displaced persons, veterans, combatants, and war victims require special attention. The state's partnership with various foundations, insurance companies, and socially oriented businesses is also relevant.

Analysis of the latest research and publications. Domestic and foreign scholars and experts, including S. Herhola, L. Holovko, L. Didkivska, V. Moskalenko, V. Skurativskyi, O. Palii, E. Libanova, O. Kadikalo, K. Komar-Stakhovska, S. Mykoliuk, O. Stashchuk and others, have devoted their scientific publications to the problems of social protection.

The purpose of this research is to study the peculiarities of the development of social services during the war and to find solutions to the difficulties in the field of social protection of the population through the creation of social enterprises in the transport sector of the economy.

Statement of the main material. Social protection is an integral part of the strategy of the state, which is responsible for the well-being, comprehensive development and security of its citizens. This is the component whose effectiveness directly affects the level of social and economic development of any society. The study of the essence of social protection and its position in the state's social policy is of great interest in today's challenging environment, as social protection is nothing more than a means of achieving financial balance and social well-being.

The social protection system has two important functions: 1) Reducing the negative effects of poverty by providing short-term targeted assistance to the poor; 2) Preventing poverty by creating conditions for citizens to participate in adequately paid productive work and social insurance during the working age [1].

One of the priority vectors of the welfare state is social protection. It is a key objective of social policy, along with employment, healthcare, quality education, housing and utilities. The social policy of the state in Ukraine is aimed at solving three main tasks: 1) developing and implementing social protection programmes designed to ensure progress at the international, national and regional levels in various areas of public life; 2) fostering a legal culture among the population; 3) implementation of economic transformations necessary for a guaranteed transition to a market economy model, a differentiated and multi-level format of production and further distribution, which will be able to respond in a timely manner to the deterioration of the situation of certain social groups and categories of citizens.

Below are different definitions of social protection.

"Social protection of the population is the state support of certain categories of the population that may be negatively affected by market processes, ensuring an appropriate standard of living by providing legal, financial, and material assistance to individual citizens (the most vulnerable segments of the population), as well as creating social guarantees for the economically active part of the population, ensuring acceptable living and working conditions for citizens, including through the establishment of social standards" [2].

"Social protection is a system of state guarantees of the rights of Ukrainian citizens to material support in the event of full, partial or temporary disability, loss of the breadwinner, unemployment due to circumstances beyond their control, as well as in old age and other cases provided for by the legislation of Ukraine" [3].

"Social protection is a set of organisational, legal and economic measures aimed at protecting the welfare of every member of society in specific economic conditions" [4].

Addressing issues related to the functioning of social protection is the direct prerogative of the state. However, in this regard, domestic enterprises also have some experience, and they consider the social aspect as one of the vectors of their own development. This is due, among other things, to the consequences of the war, which have already become noticeable. The martial law and hostilities in Ukraine have prompted

domestic enterprises to pay attention to the social sector to address the shortage of personnel at all skill levels.

Social enterprises can also help solve problems related to the functioning of social protection, as their activities are based on principles aimed at supporting social infrastructure. Examples of such entities include transport companies that provide services for the transportation of special categories of passengers (such as disabled people and people with disabilities) and social goods (such as humanitarian aid).

We should not forget about such a category as socially responsible business. These are companies that, in addition to their core business, launch and support individual social projects aimed at improving social conditions and the living standards of the population. Such projects do not necessarily have to be related to the population of a particular administrative unit, but can be of national importance.

The social protection system is a subsystem of the state economy. It includes phenomena, processes, activities, and objects that ensure the vital activity of society and individuals, and satisfy their needs and interests. It is a list of principles, methods, social guarantees, measures, and institutions established by state legislation that guarantee optimal living conditions and meet the needs of the population.

Figure 1 shows the main components of the social protection system.

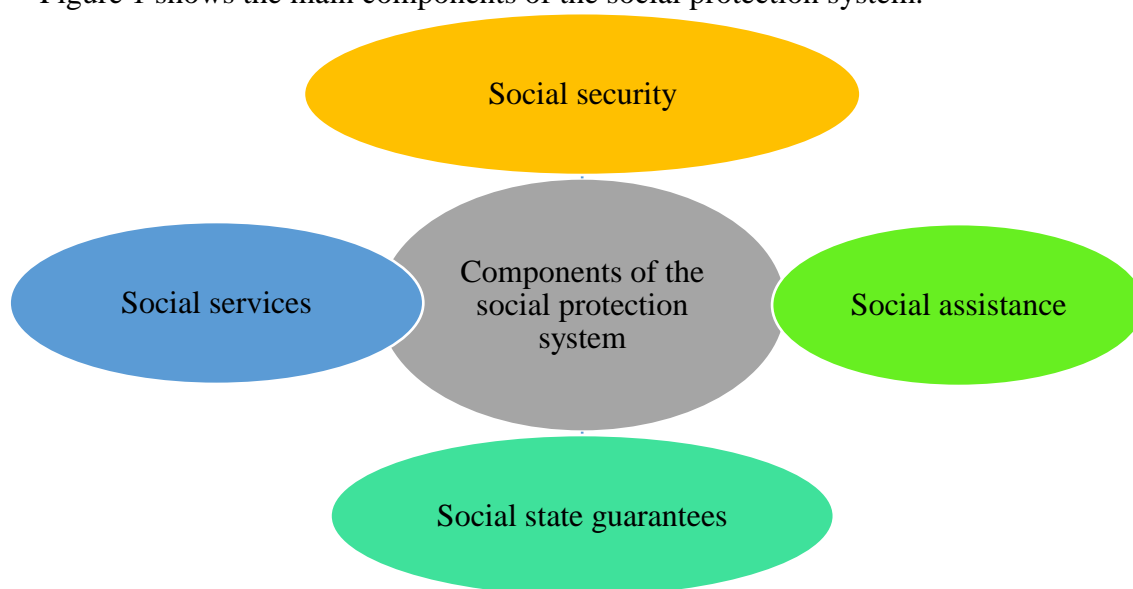


Figure 1 - Components of the social protection system

Each of the elements of this system shown in the figure also has its own content. In particular, social security is a list of social transfers in cash that are fixed by the state, including assistance to families with children, one-time benefits, temporary disability benefits (for pregnant women, etc.), and unemployment benefits. But in times of war, each of these components should be focused on force majeure situations and their resolution.

Each social enterprise evaluates its performance and assesses the results of its work using a personal set of tools that reflects the specifics of its social orientation.

Evaluation of social performance is quite important for a social enterprise in terms of attracting potential investors, so its results should be compared with the results of other social enterprises, nonprofit institutions, and government programs. This requires the development of a specific methodological set of tools for evaluating the performance of social enterprises. Combining the results of scientific research and international practice, we can identify seven groups of indicators of economic and social performance.

Table 1. Groups of indicators for measuring the economic and social performance of the joint venture

	Type	Substance
1.	Cost indicators	Illustrate the use of resources in the JV
2.	Product indicators	They show the volume of products manufactured, work performed, and services rendered.
3.	Outcome indicators	Quantitative and qualitative changes that have taken place in the client's life.
4.	Quality indicators	Indicate the properties of the product that reflect its suitability, covering certain needs in accordance with the intended use.
5.	Performance indicators	Indicates the ratio between the resources used and the volume of goods produced or services rendered.
6	Performance indicators	Illustrate the correlation between the resources used and the results obtained.
7.	Impact indicators	It describes positive changes in social indicators at the level of a local community, city or region.
8.	Environmental performance indicators	Characterize positive changes in environmental indicators in a region or city.

The importance of evaluating the work of a social enterprise lies in the fact that it will not only facilitate positive planning of the enterprise's work, but also allow it to:

- for potential investors, it is highly likely to calculate the future benefits and results of the social enterprise, the amount of potential income, and to monitor the efficiency and quality of the use of invested funds;

- for employees and beneficiaries - to control the compliance of the JV's work with the declared goal;

- local authorities - to make objective decisions on the feasibility of promoting the development of a particular social enterprise.

Transportation companies also have a certain degree of involvement in the social sphere and social protection of the population. First and foremost, transport companies are tasked with the transportation of socially important goods and certain categories of passengers. These enterprises also provide comprehensive support and assistance to local governments in organizing and implementing measures aimed at ensuring social protection of the population.

Socially responsible business is also one of the areas of work of transport companies. After all, transportation companies also launch projects and hold events to improve the level of social protection of the population.

Social assistance is an important component of social protection. It is provided to citizens in difficult life circumstances. This includes assistance to the disabled, war veterans, low-income families, etc.

Social state guarantees are an element that includes the rights of citizens to: education; healthcare; choice of a profession that is competitive in the labor market; receiving one-time payments at the birth of children; receiving guaranteed wages and pensions not lower than the minimum level, as well as scholarships, etc.

Social services provided by social workers and volunteers, whose work is regulated by the relevant regulation of the Cabinet of Ministers of Ukraine, are no less important. They include: psychological, educational, medical, rehabilitation and other measures aimed at certain social groups in difficult life circumstances.

Social entrepreneurship is a paradigm for combining a business approach with social responsibility, and supports innovation and progress in ways to solve social problems. The

essence of social entrepreneurship is to achieve certain social or environmental goals through entrepreneurial activity. According to the study, the main features and essence of social entrepreneurship can be characterized in terms of:

- social mission. It is one of the key features of social entrepreneurship. It can be aimed at solving a particular social problem, improving the quality of life of a particular group of people, or contributing to environmental sustainability;

- commercial activity means that social entrepreneurship applies entrepreneurial approaches and methods to achieve its social mission. This means that it aims to create goods or services that can be sold on the market;

- self-financing means that social enterprises prefer to generate income through their activities in order to be self-financing and not dependent on constant financial support from third parties or organizations;

- a dual approach to the definition of a social enterprise: social entrepreneurship includes economic and social goals, without their mutual exclusion. Making a profit helps to guarantee the sustainability and usefulness of the social goal;

- innovation: The vast majority of social enterprises use innovative methods and technologies to support their mission. This may include new approaches to solving social problems or using modern technologies;

- responsibility: social enterprises strive to act responsibly, in cooperation with the community, paying attention to their environmental impact and striving for sustainable development.

The concept of social entrepreneurship in terms of solving social problems and problems of social protection of the population is defined by an understanding of how entrepreneurial activity (including the activities of transport enterprises) can be used to improve social, environmental or cultural conditions in society and the level of social protection of the population in a particular administrative-territorial unit. The relevant elements of this concept are shown in the figure.

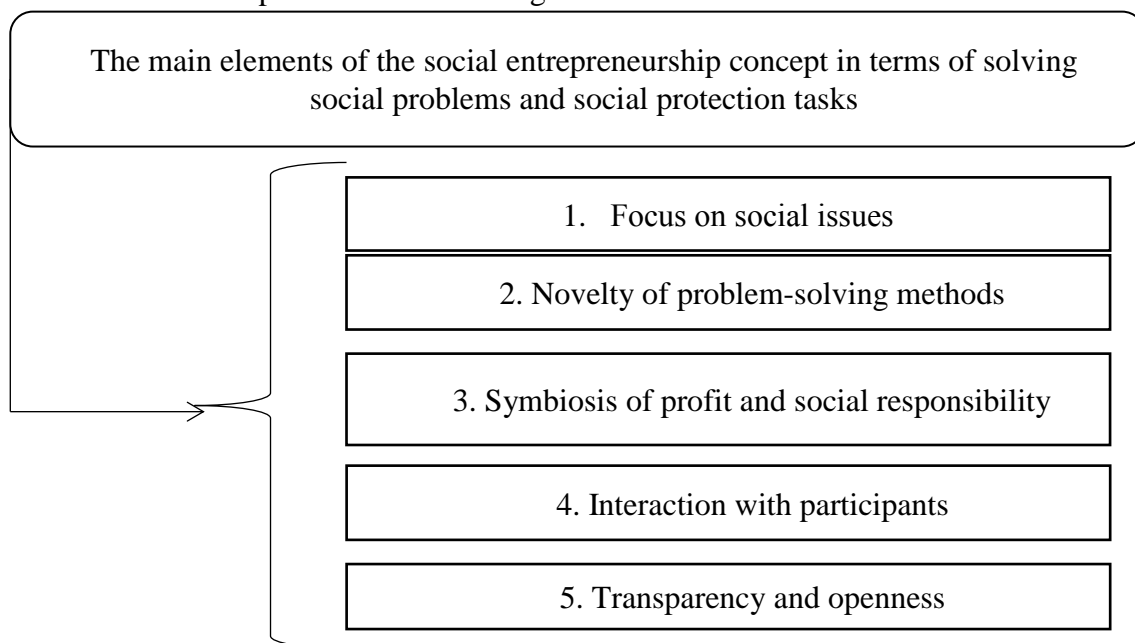


Figure 2 - Key elements of the concept of social entrepreneurship in terms of solving social problems and social protection tasks

It is worth focusing on the fact that these elements help social enterprises not only to solve specific problems, but also to create sustainable and even effective models for achieving their social mission.

Thus, social entrepreneurship should ideally contribute to the reformatting of the business paradigm by structurally transforming it from a tool for enrichment to a factor of favorable impact on social development and environmental protection.

The main task and the main vocation of social enterprises is to assist the population and the state, represented by local governments, in solving social problems and improving the living conditions of certain categories of the population. In this regard, the work of social enterprises such as transport companies is also important, as they can take responsibility for helping to solve some of the transport problems of a certain territorial unit, while also contributing to the employment of a certain number of people in certain categories.

Despite the widely recognized importance and significance of social entrepreneurship in solving social problems in society, it will face a rather significant list of problems in the course of its activities and development. First of all, we should point out the following: 1) imperfection or lack of a regulatory framework for social entrepreneurship; 2) financial and economic obstacles caused by a lack of direct and stable state support, lack of motivation of banks to provide loans to social entrepreneurs to finance social projects, which in turn is caused by the low credit attractiveness of social enterprises; 3) the problem of lack of access to markets, which consists in the existence of a whole list of rather strict requirements set by the points of sale of social entrepreneurship products. 4) weak infrastructure to support social entrepreneurship, lack of special support services, the main methodological center for social entrepreneurship, primitive distribution channels and lack of relevant information on support systems; 5) organizational and personnel barriers, lack of educational programs, socially oriented educational segment and experts in the field of social entrepreneurship; lack of information in society about the phenomenon of social entrepreneurship, lack of perception of the importance of its activities

Not every socially oriented activity of non-profit organizations is defined as social entrepreneurship, just as the existence of social values in the mission of a commercial enterprise does not make it social by definition. Social entrepreneurship solves a certain list of social problems, and therefore constantly requires scientific research and justification. A positive vector for further research is to analyze the social work of social enterprises.

Currently, existing social enterprises are registered either as individual entrepreneurs or as private enterprises or public organizations. Limited liability companies, agricultural cooperatives, public association enterprises, public association organizations, charitable organizations, farmers' enterprises, public unions and other organizational and legal forms make up a small share [9].

When analyzing social enterprises depending on the type of economic activity, it becomes clear that the most significant share is occupied by employment of vulnerable groups (35%), followed by profit generation for the organization (24%). Financing certain types of services accounts for 14%, and generating profit for the provision of services is much larger - 19% [9].

The program "Social Entrepreneurship: Achieving Social Change through Bottom-Up Initiatives", the largest social business development project in Ukraine, is aimed at developing this vector in Ukraine [7]. The vector of this project is the development of the professional potential of social entrepreneurs, the formation of public opinion, and the creation of an ecosystem for development [7].

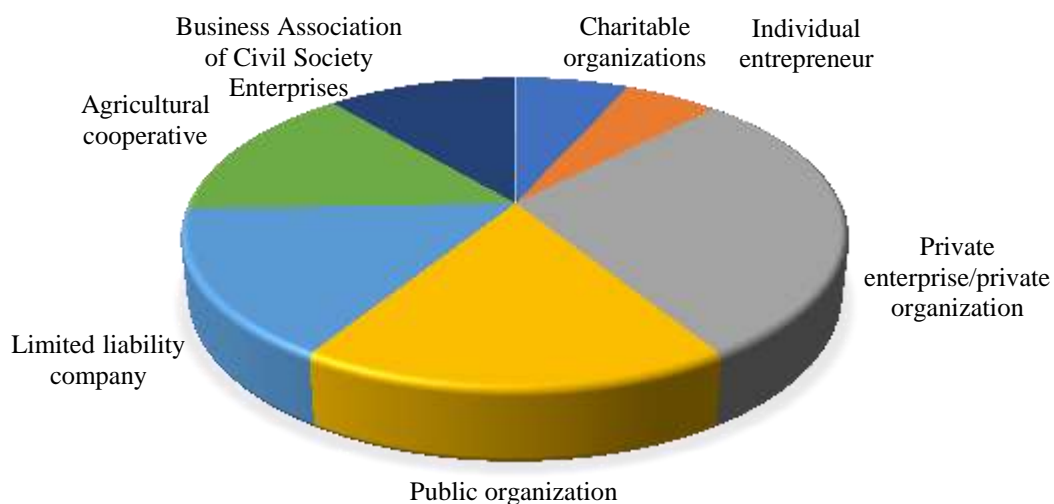


Figure 3 - Structure of social entrepreneurship in Ukraine by organizational and legal forms

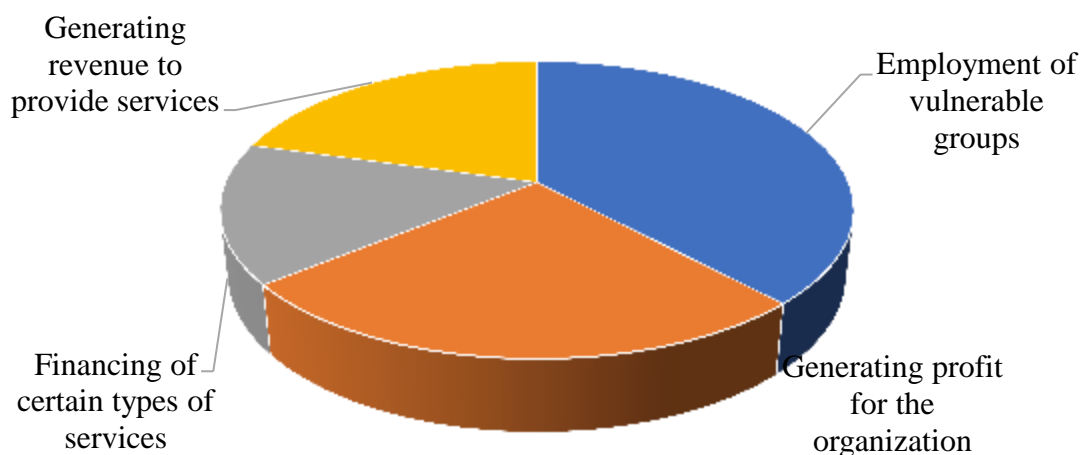


Figure 4 - Structure of social entrepreneurship by type of activity

The result of this project is the creation of an interactive online platform and further promotion of effective professional development called socialbusiness.in.ua. The Ukrainian Social Academy (USA) also contributes to the progress of social entrepreneurship, promoting the implementation of innovative ideas for social transformation in business [16]. With the assistance of public-private partnerships, entrepreneurial initiatives, and socially responsible business, the USA has implemented the idea of the first innovative social cluster for social startups to develop social entrepreneurship in Ukraine.

As of today, the main way to improve the state of social protection of the population and promote the creation of social enterprises and socially responsible business is to approve and implement various social programs.

In today's realities, much more attention should be paid to the system of social protection for war veterans, as a significant number of men of working age find themselves in very difficult life circumstances when they return home after the war. Most of them need not only social guarantees, but also psychological and physical adaptation. Social protection of veterans covers, in particular, issues related to labor activity, since employees who were

called up for military service retain their previous jobs (but, unfortunately, for no more than one year). In this case, it is advisable to establish a social transport enterprise or engage a regular transport business to address such issues.

To solve the problems that Ukraine is currently facing in the field of social protection, it would be useful to draw on the experience of the functioning of social protection systems in the most developed countries of the world. Studying their long-term experience will allow us to select only positive and effective methods of social protection in the current Ukrainian realities and avoid significant mistakes. In particular, special attention should be paid to the system of social insurance (including individual insurance), which should be combined with state social guarantees, and a more careful approach to the process of determining the circle of recipients of social assistance. This issue is currently one of the top priorities for addressing given the limited budgetary resources in Ukraine.

We agree with the generally accepted view that the principle that every society is responsible for the social welfare of its citizens should be respected. Therefore, the reform of the social protection sector should be carried out in stages, focusing on the concept of human rights to guarantee a minimum level of material well-being on an irrevocable basis.

As of today, it should be noted that the level of protection of certain categories of the population, for the most part, does not reach the minimum parameters established by international practice. The Ukrainian government provides support to low-income families by timely and fully funding benefits and housing subsidies. Thus, in January-July 2023, UAH 30.7 billion was spent for these purposes. In January-June 2023, UAH 230.5 billion was allocated from the state budget for social payments.

According to the data released by the Ministry of Finance, UAH 135.9 billion (UAH 22.7 billion in June) was allocated to finance the payment of pensions, bonuses and increases to pensions granted under pension programs, and the deficit of the Pension Fund.

UAH 52 billion was allocated for the social protection of citizens in difficult circumstances, including UAH 8.9 billion in June.

At the same time, UAH 29.3 billion was allocated from the budget to support low-income families and provide benefits and housing subsidies to citizens, including UAH 1.9 billion in June.

Another UAH 12.2 billion (UAH 2.1 billion in June) was allocated for social protection of children and families, and UAH 1.1 billion (UAH 0.2 billion in June) for social protection of persons with disabilities [5].

The main problems of social protection in Ukraine are: 1) low targeting of social benefits; 2) mismatch between the amount of benefits and the real capacity to provide them; 3) deficit of the Pension Fund; 4) residual financing of healthcare.

These problems can be solved in the following ways: 1) abolition of the categorical principle of granting benefits and targeting benefits to a specific person. Determining the level of income of a person applying for a benefit and granting the benefit only if the income is below the average; 2) a ban on the introduction of new benefits, legislative establishment of a specific source of funding for each type of benefit, and the introduction of a "one person - one benefit" restriction; 3) To reduce the expenditure side of the Pension Fund, introduce a maximum retirement pension, de-shadow wages, which will help increase the base for pension contributions; 4) Use compulsory health insurance to reduce the burden on the state budget and limit the possibility of covering other budget expenditures at the expense of health care.

Conclusions. To summarize the study, we emphasize that the concept of social entrepreneurship is a promising and effective strategy for solving social problems. Its positive result lies in the ability to generate not only an economic positive effect, but also a significant social impact that meets all the challenges of the modern world. We believe that the social

protection system should be structured in such a way as to provide society with decent living conditions, which should include a number of European standards and norms related to vital needs.

Thus, social protection of the population is a complex process that includes various types and forms of social payments to the least protected segments of the population. Among the promising areas for improving the social protection system should be increasing the role of non-governmental organizations that will make it possible to ensure a decent life for the population through accumulation systems.

All components of the social protection system in wartime should focus on helping veterans, affected citizens and their families. Public-private partnerships with socially responsible businesses, various foreign foundations, and public organizations are effective.

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