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DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP

Abstract. The historical process of human development, socio-economic systems has undergone a long evolution. Over the centuries, changes have taken place that have facilitated and continue to contribute to the search for effective organizational and economic mechanisms for managing needs. In particular, over the centuries, entrepreneurship has been systematically established as an organizational and economic mechanism for achieving progress, ensuring economic prosperity, implementing qualitative changes in society, as well as a factor in social development.

Introduction. Scientific approaches to the characterization of theoretical and practical aspects of business development are extremely multifaceted, correspond to the historical stages of the formation of social, economic, market exchange and so on. We believe that the theory and practice of business development has undergone a long evolutionary development through the awareness of mankind of the need to find ways to most effectively meet the needs. Mankind has always sought and strives for qualitative change, so the transformation of economic practices initiated and implemented by man, constantly contribute to the development of economic, organizational, legal, social characteristics of

entrepreneurship, awareness of the inevitability of its participation in economic solutions to social problems.

Table 1. Definition of business categories

Defining the essence of categories	
<p>Entrepreneur - a subject of economic relations, which in a situation of market uncertainty, based on special qualities (knowledge, initiative, ingenuity, non-standard solutions), tries to organize the provision of new services and production of quality goods by increasing their added value, streamlining existing forms of economic interaction in order to make as much profit as possible [2]</p>	<p>Entrepreneur - the main business entity, which due to a certain set of features embodies the functions of entrepreneurship and for their work receives entrepreneurial income, at least – normal profit [1, c. 83]</p>
<p>Entrepreneurship is a socio-economic phenomenon that embodies certain economic entities relationships whose actions are aimed at meeting various needs and interests (material, social, spiritual) through activities that are marked by risk, innovation and initiative [2, c. 278]</p>	<p>Entrepreneurship - independent organizational and economic innovation based on the use of various opportunities for the production of new or old goods by new methods, the opening of new sources of raw materials, markets, etc. in order to make a profit and self-realization of their own purpose [1, c. 83]</p>
<p>Entrepreneurship is primarily an economic interaction, but as a result of the distribution of the created product, exchange of goods and the effect of consumption, it (interaction) becomes social. Because of the received business result, the quality embodied in satisfaction needs of society, entrepreneurship is socialized.</p>	
<p>The main functions of entrepreneurship - innovative, organizational, economic, social and personal [1, c. 83]</p>	

Entrepreneurship as a socio-economic phenomenon is represented in the economic and other spheres of human life, because the entrepreneurial approach is inherent in many sectors of the market.

Social entrepreneurship, on the other hand, influences economic interests by carrying out an appropriate mission and satisfying social interests (needs). What both types of entrepreneurship have in common is functioning in conditions of risk, motivation to act in difficult conditions, which sometimes even hinder success. For a complete picture of understanding the essence, differences between social and traditional classical entrepreneurship, we highlight the signs of socio-psychological portraits of the entrepreneur (Table 2).

Table 2. Socio-psychological type of entrepreneur in accordance with the field of activity

Social	Economic
Social entrepreneur	Economic (classic) entrepreneur
Characterized by features of aspects of the psychology of the altruist, who has entrepreneurial skills, talent to acquire and properly implement innovations, does not seek direct economic enrichment	Meets the characteristics of the individual - an entrepreneur who is endowed with the talent of the owner-innovator, who, acting in conditions of risk seeks to maximize the benefits of capital invested in economic activities in order to enrich
Orientations, purposes of use of social capital	
Uses social capital to consolidate and direct efforts to solve problems of social, humanitarian importance without receiving direct economic benefits from the activity, the priority is social effects	Uses social to ensure the implementation of mercantile goals, solving social, economic and other problems of the state, territories, society, but with the mandatory mediation of this process as a priority to maximize income

In the philosophical and organizational-economic context, scientists affirm the importance of socialization as an important

mechanism for establishing business structures, perception of the results of their activities, benefits and cost optimization. However, we believe that organizational and economic socialization is not only in assessing economic performance, but also in the spread of enterprises of various organizational and legal forms of management.

Entrepreneurship is primarily an economic interaction, but as a result of the distribution of the created product, exchange of goods and the effect of consumption, it (interaction) becomes social. Through the obtained entrepreneurial result, the quality embodied in meeting the needs of society, entrepreneurship is socialized. The formal goal of entrepreneurship as an activity and enterprise as an organization is to implement market agreements, fulfill contracts to achieve the end result - to meet economic and social needs with a certain efficiency, which will mean the level of competitiveness.

Results and discussion. As a result, the development of entrepreneurship corresponds to the ambiguity of functions and theoretical and methodological characteristics, among which the main ones are social and economic. That is, entrepreneurship is characterized as both an economic and social phenomenon, and its role is reduced to economic and social functions. The economic and social factors of entrepreneurship are interrelated, because in practice this phenomenon has already penetrated without exaggeration, into all spheres of human life and activity - economic and social.

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