

## СЕКЦІЯ 2

# ОСОБЛИВОСТІ ІНТЕГРАЦІЇ ДЕРЖАВИ, БІЗНЕСУ, НАУКИ, ОСВІТИ В УМОВАХ ЦИФРОВІЗАЦІЇ СУСПІЛЬСТВА

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**Albina Kolomenska**

5th year student of PTM-20-1 group  
Institute of Economics, Taxation  
and customs UDFSU  
Irpin, Ukraine

**Scientific supervisor: Olga Marchenko**

Candidate of Economic Sciences, Associate Professor,  
Associate Professor of the Department  
economy of the enterprise UDFSU  
Irpin, Ukraine

### FOREIGN EXPERIENCE OF SMALL BUSINESS SUPPORT

The constant development of small business in the country ensures the sustainable development of the economy, helps to stabilize the situation in society and increase the number of jobs. The advantages of this business are: a large number of enterprises, which makes it possible in a short time to increase the production of various goods and services, attractiveness due to low capital intensity, the ability to quickly create additional jobs and low environmental impact.

Foreign experience suggests the need to create special systems to support small businesses, which in turn consist of specialized bodies in the executive branch. For example, in France, public policy pays considerable attention to the creation and growth of small businesses. Thus, over the past 5 years, more than 200 business incubators have been organized, which provide, under certain conditions and for a certain period of time, specially equipped premises and other property to small businesses that start their activities to help them gain financial independence. incubators [2].

In Germany, financial and technological support for small businesses. There are specially designed programs for the development of small business engaged in science. The government provides benefits for development loans for the following facilities: small businesses developing projects to improve production conditions; small business entrepreneurs engaged in research and development; small enterprises involved in improving the development of economically underdeveloped areas of the country; entrepreneurs who are engaged in the construction and solution of housing conditions; small businesses that develop projects to preserve and improve the environment and care about the environmental situation in the country. The main programs aimed at the development of small business are: "The concept of development of scientific and technical policy in relation to small and medium enterprises" and "Stimulating savings to start your own business."

In Italy, the development of small business in the last 5 years is facilitated by a strong legal framework, which is constantly reviewed and improved. In 2015, the share of small enterprises in the country's GDP is 70%. The number of employees working in small enterprises is about 60% of the total number of employees [1, p. 234]. This indicates that Italy's economy is based on small business, so it is not surprising that public policy on entrepreneurship is constantly being reformed and improved.

In the UK, government support for small businesses intensified in the second half of XX century. Various organizational measures and strategic programs were developed and implemented, the main purpose of which was to eliminate administrative barriers for small businesses. First of all, changes were made regarding the value added tax, adjustment of financing conditions and changes

in the state's social policy, and plans were developed to provide favorable conditions for repeated attempts to start their own business even when past attempts by the entrepreneur were not very successful. The small business sector is considered by the government to be the most dynamic means of improving the country's socio-economic well-being and ensuring its competitiveness in world markets.

In Japan, the government is constantly developing and enacting new laws and organizational solutions to ensure the development and support of small businesses. Thus, since the second half of XX century. the government has adopted more than 40 such laws and organizational decisions aimed at creating a comprehensive system of legal and systemic support, regulatory principles, mechanisms for implementing and controlling small business.

In the United States, a developed small business sector is considered the basis of economic development and national security. Therefore, the state policy on small business is carried out in the direction of comprehensive support of this sector, emphasizing freedom of enterprise, fair competition, development of private initiative to show all potential opportunities of a person who decided to open a small business as the basis of economic development and national security [1, p. . 232]. Many states contribute to the support of small business by creating a large number of different organizations and foundations. Examples are: mutual guarantee societies, which provide guarantees to creditors in order to obtain loans for small business development, providing their property as collateral or acting as a guarantor; mutual finance companies that finance, invest and provide subsidies for small businesses; and a large number of organizations that protect the interests of small business [2].

In Ukraine, unfortunately, the small business sector is shrinking because they can compete with big business, which seeks monopoly and absolute power in domestic and foreign markets. But by jointly developing small business activities and applying the methods of foreign countries, which are described above, we will strengthen all the benefits of this economic sector. They will help to overcome the monopoly and contribute to the development of the socio-economic environment of the country.

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**Винник Тетяна**

кандидат економічних наук, доцент

доцент кафедри економіки та фінансів

Тернопільський національний технічний університет імені Івана Пулюя

м. Тернопіль, Україна

**Tetiana Vynnyk**

PhD (Economics), Docent

Associate Professor Department of Economics and Finance

Ternopil Ivan Puluj National Technical University

Ternopil, Ukraine

#### **СТУДЕНТОЦЕНТРОВАНИЙ ПІДХІД В ОН-ЛАЙН НАВЧАННІ STUDENTCENTERED APPROACH IN E-LEARNING**

Концепція студентоцентрованого навчання передбачає зміну акцентів – від цілей навчання на результати навчання, від показників ефективності діяльності навчального