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THE NECESSITY OF THE REVIVAL OF THE SECTOR OF SMALL BUSINESS IN UKRAINE

In the article, the potential of small business to help solve the most pressing problems of the transitional economy, issues of transformation, economic and social issues is considered.

Small business is a necessary element of the market economy, one of the engines of economic, scientific and technological progress in society, an important stabilization mechanism and means for implementing a particular business potential of the population. Formation of a socially oriented competitive economy with a developed private sector is a strategic course of Ukraine's economic policy. The problems of structural transformation in the complex, as all of its components, are naturally become leading in modern economics; the formation of a market economic system in Ukraine is connected with the growth of business activity in all sectors of the economy. The slowness and inconsistency of Ukraine's promotion by market reforms are largely due to the underestimation of the role and importance of small business as a structure-forming element of the market economy.

Common problems of the transition period the small business of transition economies feels include issues that have arisen as a consequence of economic reform, a transformation of property relations and, perhaps, for the general population, to some extent forced fracture

of consciousness from "socialist" to "capitalist" one. These problems include:

- limited financial and credit resources of the state;
- lack of a developed market infrastructure at the national, regional and local level;
- lack of professional knowledge and experience in public on small businesses;
- no entrepreneurship tradition in society;
- insufficient information and advisory support of small businesses;
- break of productive and economic relations;
- general decline in production in the country;
- presence of a crisis of sales in the domestic market due to lower real incomes of the general population and the lack of available funds in enterprises;
- growth of prices and tariffs for oil products, electricity, raw materials, etc.;
- weak system of self-organization of small businesses;
- negative psychological attitude to entrepreneurs and others.

Given the importance of the small business sector in the process of market economy formation in transitional economies, as well as its significant potential for the welfare of society, as is evidenced by the experience of developed countries, a particular importance has the question whether the domestic small business sector received its proper development.