

**СТАТИСТИЧНЕ ТА ЕКСПЕРТНО-  
АНАЛІТИЧНЕ ЗАБЕЗПЕЧЕННЯ  
УПРАВЛІННЯ СТАЛИМ  
РОЗВИТКОМ ЕКОНОМІКИ І  
СОЦІАЛЬНОЇ СФЕРИ**

**Колективна монографія**



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**СТАТИСТИЧНЕ ТА ЕКСПЕРТНО-АНАЛІТИЧНЕ  
ЗАБЕЗПЕЧЕННЯ УПРАВЛІННЯ СТАЛИМ РОЗВИТКОМ  
ЕКОНОМІКИ І СОЦІАЛЬНОЇ СФЕРИ**

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**STATISTICAL AND EXPERT-ANALYTICAL SUPPORT  
OF SUSTAINABLE DEVELOPMENT MANAGEMENT OF  
ECONOMY AND SOCIAL SPHERE**

**КОЛЕКТИВНА МОНОГРАФІЯ  
за редакцією В. Г. Маргасової**

**COLLECTIVE MONOGRAPH  
edited by V. Marhasova**

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Потреба суспільства в ефективних змінах правового, інституційного, фінансового, організаційного та змістовного характеру з помітними для нього результатами робить необхідними посилення інституційної спроможності системи державного управління та подальшу розбудову демократії у процесі здійснення секторальних реформ в Україні, які водночас мають узгоджуватися з проголошеним на глобальному рівні стратегічним завданням забезпечення сталого розвитку, що передбачає знаходження балансу між економічною, екологічною та соціальною складовими розвитку на фоні забезпечення миру та соціальної злагоди. Використання ефективної та якісної системи експертно-аналітичного забезпечення державної політики, аналітичних методів і технологій забезпечує підтримку прийняття та реалізації державно-політичних рішень на всіх рівнях владної ієрархії, забезпечує інформаційну підтримку обраної для реалізації державної політики і створює умови для об'єктивного формування громадської думки щодо її впровадження, забезпечує потреби державних службовців у верифікованому аналітичному матеріалі.

Колективна монографія містить результати моніторингу ефективності процесів інтеграції України до ЄС та дієвості секторальних реформ, системного дослідження фундаментальних теоретико-методологічних засад експертно-аналітичного забезпечення управління, європейського досвіду розвитку статистичного бізнес-процесу з метою забезпечення належного рівня якості даних та ефективного статистичного виробництва, удосконалення статистики державних фінансів, грошово-кредитної та фінансової статистики, аналітичного, експертного, правового й інформаційного забезпечення місцевого та регіонального самоврядування в процесі децентралізації, забезпечення управління економічним потенціалом й економічною активністю і життєвим рівнем населення. Вагомим результатом проведених досліджень є розроблені напрями раціонального й ефективного використання наявних можливостей розвитку України та її регіонів в сучасних умовах.

Монографія розрахована на фахівців у галузі економіки, державного управління, науковців і практиків, менеджерів, які за родом своєї діяльності вирішують завдання бізнесу, планування комерційної діяльності і виробництва, а також у процесі державного регулювання економічного розвитку, з можливостями, що відкриваються у разі коректного й цілеспрямованого використання статистичного забезпечення розроблення та підтримки управлінських рішень для зростання ефективності в усіх сферах суспільного життя.

Відповідальність за науковий рівень статей, обгрунтованість висновків, достовірність результатів, правильне цитування джерел та посилення на них несуть автори та їх наукові керівники.

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The need of society in effective changes of legal, institutional, financial, organizational and substantial character with noticeable results makes it necessary to strengthen the institutional capacity of the system of public administration and further develop democracy in the process of sector reforms in Ukraine, which must be consistent with declared at a global level strategic objective of sustainable development, which involves finding a balance between economic, environmental and social components of development against the backdrop of securing peace and social cohesion. The use of effective and qualitative system of expert-analytical support of public policy, analytical methods and technologies, provides support for adoption and implementation of public-policy decisions at all levels of the power hierarchy, provides information support of the chosen for implementation public policy and creates conditions for the objective formation of public opinion on its implementation, meets the requirements of civil servants in the verified analytical material.

The collective monograph contains the results of monitoring the effectiveness of Ukraine's integration into the EU and the effectiveness of sectoral reforms, systematic study of fundamental theoretical and methodological principles of expert-analytical maintenance of management, the European experience of statistical business-process development to ensure adequate level of data quality and efficient statistical production, improvement of statistics of public finance, monetary and financial statistics; analytical, expertise, legal and information support of local and regional authorities in the process of decentralization, securing management of economic potential and economic activity, living standards of the population. An important result of the research is the developed directions of rational and effective use of the existing capacity of Ukraine and its regions in modern conditions.

The monograph is intended for specialists in economics, public administration, academics and practitioners, managers who in their work solve business issues, plan commercial activity and production, as well as participate in the process of government regulation of economic development with the opportunities opening in case of the correct and targeted use of statistical software development and support of management decisions for the increase of efficiency in all areas of public life.

Responsibility for the scientific level of the articles, the validity of findings, the reliability of results, proper citation of sources and references to them bear authors and their supervisors.

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для Темпус INSITOR

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<sup>1</sup> <http://webinars.stu.cn.ua/index.php/uk.html>

## **THE FORMATION OF SOCIAL ENTREPRENEURSHIP IN UKRAINE**

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### **Introduction**

The nascent field of social entrepreneurship is growing very fast and attracting increased attention from many sectors. The term itself shows frequently in the media, is referenced by public officials. Social

Entrepreneurship is a business model geared at solving social issues. Social enterprises prioritize social objectives over financial gain. The reasons behind the popularity of social entrepreneurship are many. On the most basic level, there's something inherently interesting and appealing about entrepreneurs and the stories of why and how they do what they do. People are attracted to social entrepreneurs.

Social entrepreneurship is a very new trend in Ukraine. In this article, I want to analyze social entrepreneurship in Ukraine.

### **Social entrepreneurship**

I want to begin this article with the definition about «Social entrepreneurship». Social entrepreneurship is directed to fund and implement solutions to cultural, social, or environmental issues. Social entrepreneurship attempts to further broad social and environmental goals often associated with the voluntary sector in areas such as health of the nation, contemporary education, and cultural heritage.

Sometimes, social enterprises may be established to support the social or cultural goals of the organization. Charitable giving can include the act of giving money, goods, time, attention and kindness to the unfortunate. Charitable organizations also include orphanages, food banks, religious institutes and hospitals for the poor. For example, to provide housing and employment to the homeless may operate a restaurant, both to raise money and to provide employment for the homeless. There is a factory that produce bed linen and 40 % of production are given in hospitals, orphanages and nursing home.

Modern life is easy and fun. As we know the Internet is very popular nowadays. The Internet has already entered our ordinary life. People can't imagine their lives without Internet. It has become an important part of every person's life. Internet is better than any other type of information. So, it is so good, because social entrepreneurship is facilitated by the use of the Internet, for example social networking such as Facebook, Twitter, Instagram and social media websites. It is so easy to share information with people. There are so many charitable organizations in the world today. They allow people to donate either directly or online, through websites.

Social networking include social entrepreneurs to reach people who live in another country and share the same goals and encourage them to collaborate online, raise funds through crowd funding, disseminate information about the group's events, share photos, videos and activities. People who work in socially-oriented practitioners are often referred to as social entrepreneurs. For example, social activities. Charity is very popular nowadays. People have become more kind-hearted.

Social entrepreneurs can include a range of career types and professional backgrounds, ranging from social work and community development to entrepreneurship and environmental science. For this reason, it is difficult to

determine who is a social entrepreneur. That is why science is of great importance in the analyzes.

### **The history of social entrepreneurship**

Richard Cantillon is widely considered the father of economic theory for providing the first theoretical analysis of commerce in his *Essai sur la Nature du Commerce en Général*, posthumously and anonymously published in 1755. The *Essai* was the springboard for the first-generation of economists, including David Hume, Adam Smith and the Physiocrats. However, Cantillon and the *Essai* were soon forgotten, only to be rediscovered by economist William Stanley Jevons in the late 19th century. He dubbed the book, “more emphatically than any other single work, the cradle of political economy”. His assessment comes from the recognition of Cantillon’s myriad theoretical contributions, ranging from basic methodology to complex macroeconomic models that include the circular-flow model and the price-specie flow mechanism.

In addition to the economic contributions of the *Essai*, Cantillon is credited for developing an important—and in many ways wholly modern—theory of entrepreneurship (the forerunner to Knight and Mises). Indeed, Cantillon has received increased attention and recognition, primarily in the entrepreneurship literature, as the original thinker on entrepreneurship. Although the introduction of the term “entrepreneur” was originally attributed to Jean-Baptiste Say, it is now known that Cantillon was the “first significant writer to make frequent and obtrusive use of the term in a semblance of its modern form” and particularly as a concept for formal theoretical purposes. Despite this deserved recognition, Cantillon’s theory of entrepreneurship has long been thought of as merely one isolated component of his many contributions to economics rather than as the basis of his method and construction of economic theory. Many who believe that understanding the indispensable role of the entrepreneur in Cantillon’s economic treatise provides a “new” way to approach economic problems.

Social entrepreneurship is distinct from the concept of entrepreneurship, yet still shares several similarities with its business cousin. Jean-Baptiste Say, a French economist, defined an entrepreneur as a person who "undertakes" an idea and shifts perspectives in a way that it alters the effect that an idea has on society. An entrepreneur is further defined by Say as someone who "shifts economic resources out of an area of lower and into an area of higher productivity and greater yield". The difference between "entrepreneurship" and "social entrepreneurship", however, stems from the purpose of a creation. Social entrepreneurs seek to transform societies at large, rather than transforming their profit margin, as classic entrepreneurs typically seek to do. Social entrepreneurs use a variety of resources to bring societies into a better state of well-being (How Entrepreneurship Theory Created Economics (2014): Website Mises Institute).

The concept of "social entrepreneurship" is not a novel idea, but in the 2000s, it has become more popular between society and academic research, notably after the publication of "The Rise of the Social Entrepreneur" by Charles Leadbeater. Many activities related to community development and higher social purpose fall within the modern definition of social entrepreneurship. Despite the established definition nowadays, social entrepreneurship remains a difficult concept to define, since it may be manifested in multiple forms. A broad definition of the concept allows interdisciplinary research efforts to understand and challenge the notions behind social entrepreneurship. No matter in which sector of society certain organizations are (i.e. corporations or unincorporated associations, societies, associations or cooperatives), social entrepreneurship focuses on the social impact that an endeavor aims at. Whether social entrepreneurship is altruistic or not is less important than the effect it has on society (Social entrepreneurship (2017): Website Wikipedia).

The terms social entrepreneur and social entrepreneurship were used first in the literature in 1953 by H. Bowen on his book "Social Responsibilities of the Businessman". The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton, Charles Leadbeater, and others. From the 1950s to the 1990s, the politician Michael Young was a leading promoter of social entrepreneurship and in the 1980s, he was described by Professor Daniel Bell at Harvard University as the "world's most successful entrepreneur of social enterprises". Young created more than sixty new organizations worldwide, including the School for Social Entrepreneurs (SSE) which exists in the UK, Australia, and Canada and which supports individuals to realize their potential and to establish, scale, and sustain social enterprises and social businesses. Another notable British social entrepreneur is Andrew Mawson OBE, who was given a peerage in 2007 because of his urban regeneration work including the Bromley by Bow Centre in East London. Although the terms are relatively new, social entrepreneurs and social entrepreneurship may be found throughout history. A list of a few noteworthy people whose work exemplifies the modern definition of "social entrepreneurship" includes Florence Nightingale, founder of the first nursing school and developer of modern nursing practices; Robert Owen, founder of the cooperative movement; and Vinoba Bhave, founder of India's Land Gift Movement. During the nineteenth and twentieth centuries some of the most successful social entrepreneurs straddled the civic, governmental, and business worlds. These pioneers promoted new ideas that were taken up by mainstream public services in welfare, schools, and health care (EFSE Subjects: Social Entrepreneurship (2017): Website EFSE, Volunteers with money: how does social entrepreneurship work in Ukraine? (2015): Website UBR, Social Entrepreneurship, The mission is to make the world a better place (2014): The Book *Jill Kickul, Thomas S. Lyons*).

### **Social entrepreneurship in Ukraine**

Social entrepreneurship is a new trend in Ukraine. There are only about 50-100 social entrepreneurs that have gotten started in the last few years. We need organizations that will be based on a vast number of supporters, a vast number of clients. To broaden their public profile, our non-profit organizations will have to rely more heavily on social media; they must actively utilize their pages on Facebook or other social networking, and actively inform Ukrainian society about their projects, both their successes and failures. They also must encourage young people and the great army of retirees, who have time and can volunteer their professional experience, to become active in community development. There wealthy Ukrainians have established many charity foundations. Some of the most prominent are Rinat Akhmetov's Foundation "Development of Ukraine," the Viktor Pinchuk Foundation and the Klitschko Brothers Foundation (Social Entrepreneurship (2007): Website New business, Social Entrepreneurship in Ukraine (2017): Website Carpe Diem).

#### **Rinat Akhmetov's Foundation "Development of Ukraine"**

The Foundation "Development of Ukraine" was founded by Rinat Lyeonidovich Akhmetov, a Ukrainian businessman in July 15, 2005. It is a non-profit organization. Mission of the Foundation: "Work for people by eliminating the causes of burning social problems; implementing the best practices of Ukraine and other countries, developing unique system solutions; obtaining the optimal result with every project and action". Foundation has two offices in Kiev and Donetsk, Ukraine. Current projects of Rinat Akhmetov: Health of the Nation, Contemporary Education, Cultural Heritage.

##### Health of the Nation

- STOP TB Project. Stop TB in Ukraine program with the financial support of the Global Fund in 2007-2009. The project mission was to introduce changes in regulatory framework of Ukraine to create conditions for TB doctors to provide high-quality diagnostics and treatment. A five-year regional program "Fighting TB Epidemic in Donetsk Region in 2007 - 2011" was launched within the framework of the national project Stop TB on 31 May 2007. The program was initiated by the Foundation for Development of Ukraine, Donetsk Region Council and Donetsk Regional State Administration with the goal to reduce TB morbidity and mortality in Donetsk region. In 2010, the Foundation became the main recipient of the Global Fund aimed to reduce burden of tuberculosis in Ukraine. Information campaign has the goal to increase the awareness of population re tuberculosis diagnostics and preventive measures. The telephone hot line has been set up to provide population with answers to all tuberculosis related questions. The information campaign also included different voluntary actions, seminars-trainings and journalistic publication contests, visits to penitentiary institutions.

- Cancer can be cured. Timely cancer diagnostics and treatment in Ukraine. The project Cancer Can Be Cured. The President of Foundation initiated timely Cancer Diagnostics and Treatment for Development of Ukraine on 10 July 2008.

The goal is to introduce the global standards in cancer diagnostics and treatment in Ukraine, specifically for cancer patients in eight oblasts of the Western Ukraine.

- UNIAN -Zdorovye. The project was launched on May 2007. Goal of the project was to provide access to the latest news in health and medicine; unite doctors seeking self-education and self-organization; and promote careful attitude to health. The project includes an information web page at the UNIAN website, as well as an e-version disseminated free of charge. The sections of the source cover international, Ukrainian and regional medical news, statistics, research results, issue-related columns, useful information, links, recommendations and announcements. The information is updated on a real time basis. The newsletter is issued daily; the average visit statistics is over 6,000 people per day.

#### Contemporary Education

- Digital Future of Journalism was launched in 2007 with the timeline 2007-2014 and is being implemented in partnership with the National University of Kiev-Mohyla Academy. The Project Goal is to train journalists ready to adopt the digital culture and develop their editorial offices to match international media trends.

- PhD Program in Mass Communications, launched on the 1 October 2008 with the timeline 2008-2012. The program targets to train scientific and educational staff with the highest education degree following the pattern of the third cycle of European Higher Education Area based on so-called Salzburg Principles.

- Foster care promotion and family building, launched on the 1 June 2008 to promote national adoption and to support foster families and family-type orphanages, including granting material aid; cooperates with orphanage schools to prevent social orphan hood. The first national portal on adoption Say No to Orphan hood (Sirotstvy.net)

- Large families. Project was launched in 2008 with the goal to provide housing to all registered large families in the Autonomy Republic of Crimea; Donetsk, Zakarpattye, and Luhansk oblasts with over 10 underage children by 1 January 2009 and to establish social partnership between the government, the businesses, and the family.

#### Cultural Heritage

- Reconstruction of the Metropolitan's House in Sofia Kyivska National Reserve, 2008 with the goal to accomplish full-scale reconstruction of the Metropolitan's House in Sofia Kyivska National Reserve, Kyiv, to help Sofia Kyivska to establish contacts with world museums to carry out joint cultural events in the Metropolitan's House.

- Reconstruction Museum in Pirogovo Village. In 2008, the Fund of Rinat Akhmetov «Development of Ukraine» allocated funds to develop infrastructure

of the Museum of Folk Architecture and Life Pyrohiv and the restoration of individual museum exhibits.

- Grant Programme I<sup>3</sup> (idea – impulse – innovation). The grants awarded in the following cultural areas: visual art, theatre art, literature, museum business, cultural education (involving participants from different regions of the country to the project).

The Project was established to cover expensive and complex treatment courses, including treatment of children, which cannot be totally funded by the state and the national budget. Assistance in emergencies project is to provide help to those who suffered from natural and manmade disasters (Philosophy of charity (2017): Rinat Akhmetov Foundation).

### **Projects on the social enterprise in Ukraine**

The idea of most business activity is to earn profits, which can be paid to the shareholders who invested in the enterprise in the first place. The difference with social entrepreneurship is that the profits from the initial start-up capital are ploughed back into local communities. Social entrepreneurship is dynamically growing in European countries, addressing unemployment, social protection and social inclusion. Practical projects on the social enterprise sector were mainly launched and supported by foreign donors (for instance, the US Agency for International Development or the UK Department for International Development). The UK now has an estimated 60,000 social enterprises, ranging from organizations training unemployed people to social care services and even community-owned inns.

Social enterprise is a business with primarily social objectives whose profits are directed mainly at self-development, public affairs or resolving social problems. Being entrepreneurial is much more than just doing a deal. It is also about creating the ideal: empowering your community and solving social problems.

The programme ran in Ukraine from 2010-2013 in partnership with the East Europe Foundation, Erste Bank, PricewaterhouseCoopers, the Ukrainian Fund of Support to Entrepreneurship and the International Renaissance Foundation. The programme helped social entrepreneurs in Ukraine set up their own companies by providing legal, consultancy and financial support. Regional centers of support for social entrepreneurs have been created in Kyiv, Lviv and Donetsk.

Also, the Ukraine Citizen Action Network (UCAN) Program was launched and funded by the US Agency for International Development as a five-year project for civil society development, which promoted social entrepreneurship as part of its activity and awarded Ukrainian social entrepreneurs with grants during the period 2004-2006;

The Counterpart Alliance for Partnership (CAP) Social Enterprise Program of the US Agency for International Development was carried out from 1997 to 2002. It provided training, loans and technical assistance for NGOs that

wanted to start up new business venture or develop existing ones (Social Enterprise Development, 2017, Social Enterprise Development (2017): Website of The British Council in Ukraine).

### **Forms (models) of social entrepreneurship in Ukraine**

We can define three forms (models) of social entrepreneurship in Ukraine:

- non-profit organization;
- non-profit organization that launches a commercial entity in order to finance the organization's programs through the earned income;
- if more than 50 % of its employees are people with limited physical or mental potential entity for disabled people, which becomes tax-free. The project of Sergey Suhoboychenka - "Interactive School of Communication"

The purpose of the project: to develop a model partnership between the media and civil society organizations with the ability to representatives of NGOs on probation TRC "Morion" in Evpatoria Crimea, including at a distance, using the Internet capabilities.

Objectives of the project:

- To enable public figures animators to present their ideas and developments in on-line radio and television;
- Develop a joint Internet platform TRC "Morion" with civil society organizations to be able to broadcast video products made in cooperation with journalists NGOs;
- To conduct workshops for representatives of NGOs from mastering possibilities Blog TV, Livestream, YouTube, Facebook, Twitter, Google analytics, YouTube (Vimeo), online product Google;
- To support various forms of social self-organization and self-help through community involvement in debates and social activities, using technological resources TRC "Morion";
- Upgrade the sites of public organizations - participants of the project;
- To provide an opportunity for representatives of NGOs on probation TRC "Morion";
- A video - and radioarchive of activities of civil society organizations that have become a model for the activation of public activity.

As a result of the project TRC "Morion" will enable community organizations to organize their own videotranslation online.

Animators and representatives of NGOs will work on probation at TRC "Morion" using TRC pavilions.

Sites NGOs will be upgraded to international standards.

During the project will create a group of journalists from a number of entertainers, social activists, bloggers, and representatives of NGOs and institutions of higher navchalnh, Internet media.

The project is implemented in partnership with the NGO "Institute of creative technologies and media"(The project of Sergey Suhoboychenka -

"Interactive School of Communication" (2011): 20 social projects – the success territory, Volunteers with money: how does social entrepreneurship work in Ukraine? (2015): Website UBR).

### **Conclusion**

In a situation where everyone will be engaged in charity and help those who need it, the world will become the best place in the world. We know that Ukrainians are incredibly generous, especially when there is a crisis. Charity is one of the most important tasks that a person can fulfill in his life. The field of social entrepreneurship in Ukraine is still at the initial stage, and it remains under investigation, but I believe that social entrepreneurship will develop in Ukraine. It's great to help people. Now the world needs charity, more than ever. The gap between the rich and the poor is widening. Although, on the one hand, we have billionaires, movie stars. Although, on the other hand, we have millions of sick and hungry people dying for that piece of grain that will keep them alive. So why not make a social project and attract actors, world-class businessmen to create a solid foundation for people with social problems, because it will be a good PR for them, advertising and for the needy, it will be a tremendous push in life. Do not be blind, always open your eyes to the problems of others. After all, we are all people and we all want to live with dignity, and not just exist in this world as a biomass that simply exists and nothing more.

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ЗАБЕЗПЕЧЕННЯ УПРАВЛІННЯ СТАЛИМ РОЗВИТКОМ  
ЕКОНОМІКИ І СОЦІАЛЬНОЇ СФЕРИ**

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**КОЛЕКТИВНА МОНОГРАФІЯ**

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