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У випуску висвітлюються різноманітні аспекти соціального підприємництва та інновацій в економіці України та Норвегії. Даний збірник підготовлений в рамках співпраці економічного факультету Чернівецького національного університету імені Юрія Федьковича та Інституту доктора Яна-Урбана Сандала, зокрема наукового обміну молодих науковців до норвезького інституту. Результати досліджень представлені на 60 Саміті «Розмови про нові проблеми соціального підприємництва. Відзначення 10 річниці проведення 2008-2018» в рамках проведення IV Міжнародної Шумпетерівської конференції «Наукова спадщина Йозефа Аліза Шумпетера та сучасність: погляд із минулого в майбутнє» (03-04 жовтня 2018 року, Чернівці).

Для науковців, фахівців-практиків, викладачів навчальних закладів, аспірантів, студентів - усіх, кого цікавлять теоретичні та прикладні аспекти економічних досліджень.

The issue covers various aspects of social entrepreneurship and innovation in the economy of Ukraine and Norway. This collection was prepared within the framework of the cooperation of the Faculty of Economics of Yuriy Fedkovych Chernivtsi National University and the Fil. Dr. Jan-Urban Sandal Institute, particularly scientific exchange of young scientists to the Norwegian Institute. The results of the research are presented at the 60th SUMMIT Conversations on Emerging Issues in Social Entrepreneurship Ten Years Anniversary 2008 - 2018 within the framework of the IV International Schumpeterian Conference "Joseph Alois Schumpeter's Scientific Heritage and Modernity: A View from the Past into the Future" (October 03-04, 2018, Chernivtsi).

It can be used by scientific employees, practitioners, teachers of institutions of higher and secondary specialized education, students. This issue is intended for all who are interested in theoretical and applied aspects of economic research.

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SOCIAL ENTREPRENEURSHIP AS AN INNOVATIVE MECHANISM TO SOLVE THE SOCIAL PROBLEMS IN UKRAINE AND NORWAY: COMPARATIVE ASPECT

In the context of the socio-economic crisis, issues about social stability of society are aggravating and their solution requires new approaches and tools. The answer to social problems in the whole world, particularly, in Ukraine, could be the development of social entrepreneurship as a socially oriented form of business, whose main mission is to achieve social prosperity. In our country this idea has appeared relatively recently, that is why for a better understanding there were researched the scientific approaches to the interpretation of the concept «social entrepreneurship». Social entrepreneurship in Ukraine is gradually developing, but there is a need for creating favorable legal and social environment to stimulate it. The paper offers a comparative analysis of social entrepreneurship in both Ukraine and Norway using analytical model. On the basis of the system of statistical indicators, a current state of social entrepreneurship in Ukraine and main types of activities were analyzed. Thus our purpose is to describe the state and peculiarities of social entrepreneurship in Ukraine and foreign experience of social entrepreneurship practice development in Norway.

Keywords: social entrepreneurship, social innovation, society, entrepreneurial activity, welfare state.

Introduction. In today's conditions there is an increase of public attention to the question of social responsibility of business structures that is because of the complication of public relations in Ukraine, caused by the protracted economic crisis, warfare, solving problems of internally displaced persons in Ukraine who are in need of significant amounts of budget financing.

In addition to all these problems, financial issues have been exacerbated, namely: growth of inflation process, decrease of the real level wages, pensions, financing the social sphere on the residual principle and so on. In the specified circumstances an idea of social entrepreneurship for Ukraine attracted the attention of scientists, practitioners, public organizations, entrepreneurs from all around the world, becoming a new paradigm in entrepreneurial thinking and activating social initiatives. In order to support the development of social entrepreneurship and social innovation in our country we have to understand the essence of this concept and to analyze the experience of highly developed countries. For a more successful development and implementation of social entrepreneurship in Ukraine, it is necessary to analyze the experience of countries with a sufficiently developed social sector. One of the most advanced countries in the field of social entrepreneurship is believed to be Norway, as a social-oriented state. That is why it would be relevant to compare its experience with the Ukrainian one.

The aim of the paper is to show that social entrepreneurship is a generator of socially oriented

economic development in Ukraine and due to a comparative analysis provides practical recommendations for implementation of the social entrepreneurship in Ukraine.

Body of the article. The term social entrepreneurship and its components are not sufficiently clearly defined in the scientific literature. Many social entrepreneurship researchers have adopted the notion and terminology used in business literature. The concept of social entrepreneurship comes combining Say, Schumpeter, and Drucker's ideas about traditional entrepreneurship with profit people can get, and charitable organizations designed to solve social problems and to promote positive social changes. The most widespread in foreign scientific literature was the definition of social entrepreneurship substantiated by American professor J. Gregory Dees [3, p. 4]. He was convinced that, any definition of social entrepreneurship should reflect the need for a substitute for the market discipline that works for business entrepreneurs, so Dees identified five factors to determine social entrepreneurship:

- Adopting a mission to create and sustain social value (not just private value),
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,
- Acting boldly without being limited by resources currently in hand,
- Exhibiting a heightened sense of accountability to the constituencies served and for the outcomes created.

According to G. Dees, the main objective of social entrepreneurship is the searching and realization of possibilities to identify and solve social issues and their changes and a social mission is fundamental to social entrepreneurship.

The European scientists J. Mair and I. Marti [7] summarized the concept of social entrepreneurship as a process of creating value by combining resources of the organization in a new way to create a social value, stimulate social changes or to understand social needs. This concept shows that social entrepreneurship is identical to traditional entrepreneurship but with different mission and objective.

J. Austin, H. Stephenson and J. Wei-Skillern [1] in their work «Social and commercial entrepreneurship: The same, different or both?» by means of a comparative analysis, they have proved that social entrepreneurship is an innovative activity aimed at creating social value, which can be carried out by non-profitable, profitable organizations and government.

A. Peredo and M. McLean [8] emphasize that social entrepreneurship is carried out when an individual and an organization seek to create social value in a new or already well-known way. It is

important to emphasize that social entrepreneurship prefers to create social values, rather than economic, created by other forms of entrepreneurship.

The sescientists believe that social entrepreneurship is presented in those situations where a person (or group of persons):

- a) is aimed at creating social value;
- b) shows the essence of recognition and use of opportunities for creating social value;
- c) uses innovations from the invention to the adaptation, creates and/or distributes social values;
- d) is ready to take risks above the average level in the creation and spreading the social value;
- e) is unusually inventive in conditions of insufficient amount of resources, engaging in social entrepreneurship.

After having analyzed the scientific approaches, we can define the social entrepreneurship as an innovative form of business, which successfully combines social aims and commercial practice. Due to this business model, we can create favorable environment for all who is in volved combining their concerns together. So, social entrepreneurship operates where the government cannot work due to the lack of funding, and the business does not want to because of low profitability (Fig. 1).

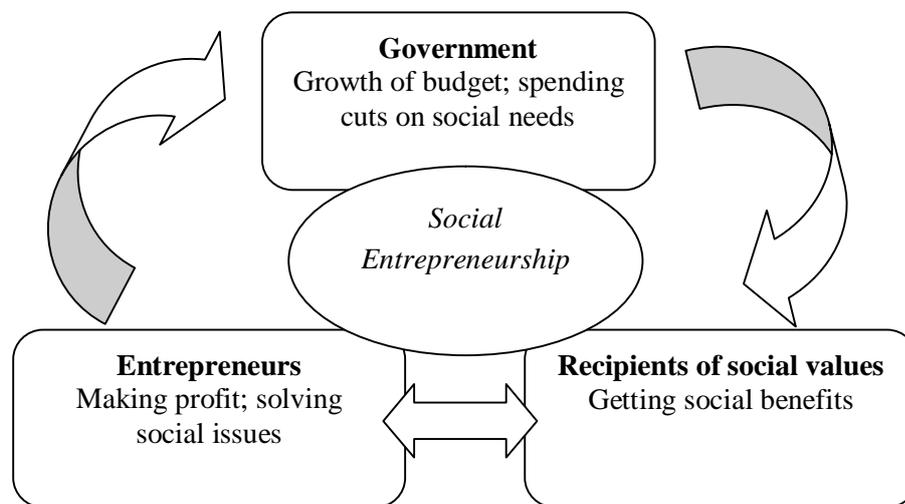


Figure 1. Concerns of all participants in social entrepreneurship

Considering the current state of the Ukrainian economy, it should be noted that hoping for the government to solve some problems at the expense of budget funds is almost unrealistic, so we have to take experience of developing a new economic level in Ukraine - social entrepreneurship. In Ukraine the terms «social entrepreneurship», «social enterprise» and «social economy enterprise» are not approved legally. Thus we can conclude that officially there are no social enterprises and social entrepreneurship in Ukraine. However, there are principles in

different regulatory and legal sources that allow creating enterprises that by international standards can be classified as social ones. Most social enterprises of Ukraine provide jobs for target groups with which they are connected by their main activity. The main purpose of their activities is achievement of positive financial and social benefits by investing. The interest in social entrepreneurship appeared in Ukraine in the early 2000s, but entrepreneurs still do not fully understand its potential for themselves and for solving social

problems. Table 2 shows the stages of social entrepreneurship development in Ukraine identified by A. Filipenko.

Table 1

Social Entrepreneurship development in Ukraine

Years	Actions
1991	Foundation of Ukrainian Society of the Blind and Ukrainian Society of the Deaf
2004	UCAN support (concluding training, granting funds for business start-ups)
2010	Through the promotion of the British Council in Ukraine, the consortium «Developing Social Entrepreneurship in Ukraine» was founded. It included the «International Renaissance Foundation», the «East Europe Foundation», «PricewaterhouseCoopers Ukraine» and «Erste Bank»
2013	All Ukrainian Forum of Social Entrepreneurs; the Catalogue of Social Enterprises of Ukraine
2015	Launch of credit programs for social initiatives

Resource:[4]

Regarding the system of social entrepreneurship in Ukraine, we should start with the fact that there are in general two types of social enterprises. The first type includes social enterprises that are created specifically for the employment of people from vulnerable groups of the population. And the second type is based on the running their own enterprise in order to make profit and to implement a social mission with the help of innovative methods.

In Ukraine, the so-called British model is mostly used. According to this model, social entrepreneurship has four clear criteria:

- business;
- a social objective;
- those for which this business works;
- distribution of profit, where it is clearly defined the percentage for a social purpose or, for example, for reinvestment;
- democratic governance[2].

However, this model of social entrepreneurship will not be complete without the most important element - innovations, that is, extraordinary ways to solve social problems.

Ukraine does not in any way regulate the social entrepreneurship in our country, mainly because of the relatively recent launch of social entrepreneurship and, accordingly, there is no clear definition that would quite accurately characterize the concept of a social entrepreneur and enterprise as well. So, it is difficult for us to determine and analyze in detail the current state and possible trends of such a business model in the Ukrainian economy.

«Center of Social Sector Transformation» SOCIUM-XXI», interpreting social enterprises as organizations (regardless of organizational and legal forms), which solve social and/or environmental problems, created the «Catalog of Social

Enterprises», on the basis of which we can partly demonstrate trends in the development of this type of activity.

In Ukraine, according to rough estimates, there are about 150 social enterprises. Today only few companies publish reports on their websites, though a successful business starts with announcing results of its activities. Analyzing the development of social enterprises in Ukraine for the last few years we can say that there is a significant increase in the number of social enterprises from 2012 to 2016 from 5 to 34 unit syndicating the active development of this activity.[6] Such a situation is related to socio-economic shifts that have been in the country. That is why there was an urgent need to find alternative sources of financing and assistance in solving social problems of the most vulnerable categories of citizens.

In European countries this sector exists for a long time and is well developed. For example, there are about 100,000 social enterprises with more than 2.5 million employees in Germany. The number of social enterprises in the UK small business population is likely to number approximately 471,000 with 1.44 million people employed[10].

The Ukrainian legislation does not provide a special organizational and legal form for social entrepreneurship. However, this does not mean that there is no legal basis for social enterprise at all. After analyzing the social enterprises of Ukraine in terms of their organizational and legal form, we grouped them as follows: individual entrepreneurs – 37, private enterprises – 23, public organizations – 20, enterprises of citizens association – 19, limited liability companies – 18, agricultural cooperatives – 15, charitable organizations – 8, organizations of a public association – 4, farms – 2 [6].

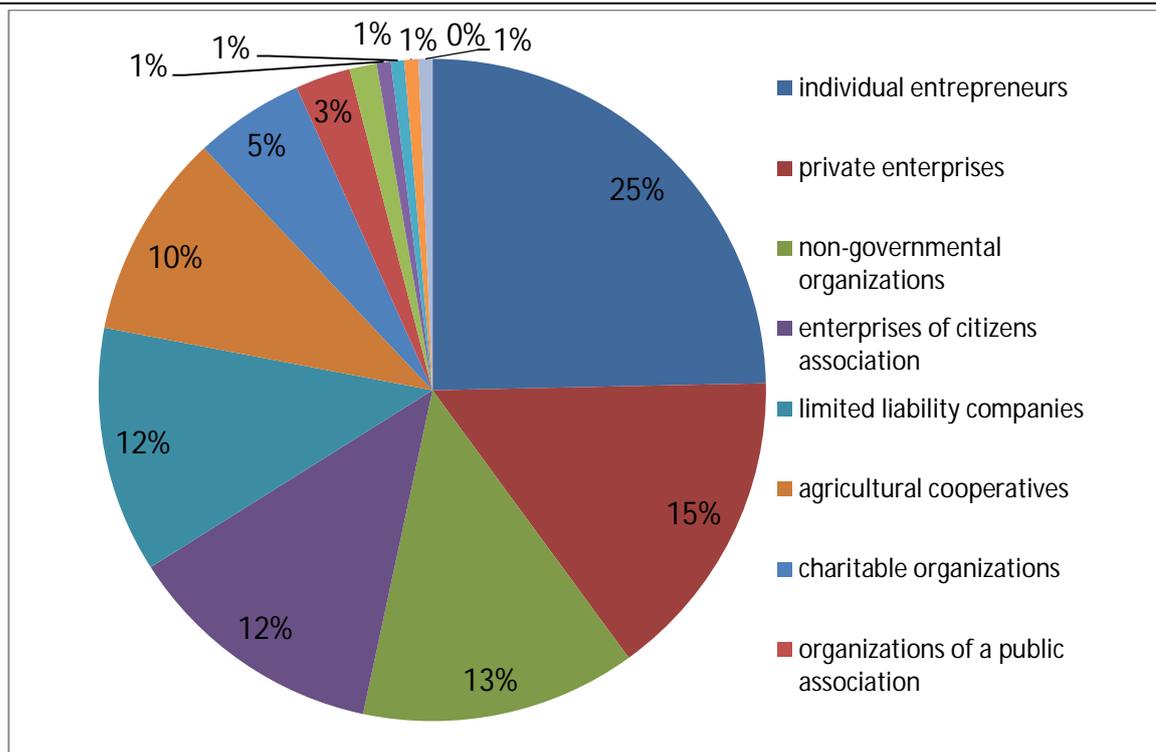


Figure 2. Organizational and legal status of social enterprises in Ukraine.

Resource [6].

According to the Catalog of social enterprises, the activity of Ukrainian social enterprises concentrates mainly in the sphere of services – almost 67.0 % of enterprises (education, sports clubs, tourism, tire servicing (as a rule, such activity does not require considerable financial investment in its starting up). The combination of production of goods and provision of services – 26.0 % follows (light industry and psychological assistance, production of Ukrainian souvenirs, vocational and technical training / activity of driver training schools, social assistance without providing accommodation for the elderly and disabled). Only 7.0 % of enterprises are engaged in production activities (nutrition, printing, agriculture) [6].

According to the survey, a social enterprise can perform several types of activities simultaneously. The largest number of social entrepreneurs registered in the Catalog of social enterprises answered that they are involved in employment of vulnerable groups of people (people with disabilities, ATO veterans, internally displaced people, etc.). A significant number of SEs generate profits to support organization’s activities; generate profits to support services for specific groups of population; and finance certain types of services. Only 5 surveyed social enterprises indicated that they were engaged in environmental protection or solving ecological problems and 10 indicated “other” answer (see Figure 3) [6].

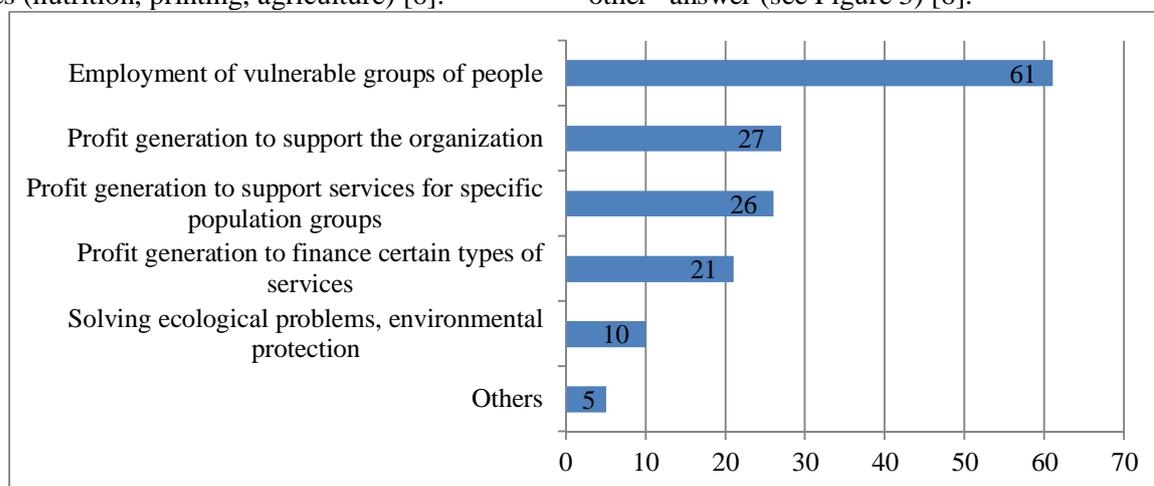


Figure3. Types of activities of social enterprises in Ukraine

Resource [6]

It should be noted that out of all registered enterprises, only 23 officially publish their financial reports.

Thus, the volume of profit received by 23 social enterprises in 2014 amounted to 924 128 UAH, in 2015 – 866 315 UAH, in 2016 – 889 564 UAH (EUR 28 304,6). So, entrepreneurial profit or the analytical period reduced by 3.74%. Typically, the profit of these enterprises is spent on reinvestment, social programs and activities or in part on first and second[6].

The funding sources of social enterprises in Ukraine might be: profit, grants, attracted crediting, sponsorships, etc.

The biggest problem in Ukraine is that social entrepreneurs are not able to compete for financial resources with other enterprises. As a rule, social enterprises do not have an initial investment.

Other barriers to establish and develop social enterprises in Ukraine are: lack of the law and regulation of social entrepreneurship, critical level of bureaucracy, lack of financial support from the state, corruption etc.

For a more precise illustration of the state and possible trends in the development of social entrepreneurship in Ukraine, we should carry out a comparative analysis.

Norway is considered to be one of the most successful and richest countries in the world in most due to its social welfare system. It is a social democratic country whose core values are: equality, solidarity, social partnership, etc. Norway has been known as state-friendly society. The high level of trust and social capital is largely due to balanced development between active, dynamic and cooperative societal sectors (state, market and civil society)[2]. One of the tools to accomplish their social goals is the social entrepreneurship.

The development of social entrepreneurship for Norway is a form of ensuring economic stability and social balance, which is aimed at mitigating or solving social problems.

Norway has been known as state-friendly society. The high level of trust and social capital is largely due to balanced development between active, dynamic and cooperative societal sectors (state,

market and civil society). So, Norwegian model of society is recognized as a model of the «welfare state».

Social entrepreneurship there has arisen to solve the problems of a large number of refugees in Norway by individuals, companies and investors. N. Prots saysthat there are two levels of social entrepreneurship development in Norway:

- government support;
- financial and resource support of large corporations[9].

Unfortunately, there is no law regulation or requirements of social entrepreneurship in Norway, so it is extremely difficult to find statistical data or at least some minimum of information on this subject. According to review on «Social entrepreneurship to tackle unmet social challenges» (November 2017), most of the enterprises in Norway have less than five employees, with an economic turnover of less than five million NOK per year (EUR 523 376). Only about half of the enterprises have had economic surplus within the last five years. Regarding the funding of Norwegian social enterprises, the family-owned investment company Ferd in 2014 provided funding of NOK 25 million (EUR 2,7million) annually. The state-owned Norwegian Labour and Welfare Organization (NAV) provided around 16 million NOK (EUR 1,7million) in 2017 [5].

In Norway, social enterprise is considered for boosting employment among socially disadvantaged groups. The problem is it would be more efficient if social enterprises in Norway included important areas such as social services, culture, education, the environment and health, providing new solutions to unsolved social challenges. So, Norway belongs to the first type of social entrepreneurship, which includes social enterprises that are established specifically for the employment of people from some groups of the population.

Comparing the social entrepreneurship of Ukraine and Norway we should say that not only the concept of «social entrepreneurship» in Norway is significantly different.

The detailed comparative characteristics of social entrepreneurship in Ukraine and Norway are presented in the table 2.

Table 2

Comparative characteristics of social entrepreneurship in Ukraine and Norway

Comparison criterion	Social entrepreneurship in Ukraine	Social entrepreneurship in Norway
Mechanisms for the implementation of the social entrepreneurship	Individual entrepreneurs, private enterprises	Community-based organizations, government projects
Source of funding	Mostly private funds (sponsorship, donations)	Public funds
The role of government	Insignificant role of the government	The government is a key element in the development and financing of social entrepreneurship

**SOCIAL ENTREPRENEURSHIP AS AN INNOVATIVE MECHANISM
TO SOLVETHE SOCIAL PROBLEMS IN UKRAINE AND NORWAY: COMPARATIVE ASPECT**

Comparison criterion	Social entrepreneurship in Ukraine	Social entrepreneurship in Norway
Legislative regulation of social entrepreneurship	No	No
Main scope of application	Education	Employment of socially disadvantaged groups of people
Innovations in social entrepreneurship	No information	No information
Entrepreneurial profit (2016)	(received by 23 social enterprises)EUR 28 304.6	No information
Requirements for the establishment of social enterprises	no special requirements	no special requirements

The comparative analysis of social entrepreneurship in Ukraine and Norway shows a certain polarity (difference) in the formation of mechanisms for the implementation of this type of entrepreneurship and a significant role of the Norwegian government. The similarity is in the direction of solving social problems.

Because of the lack of information on social entrepreneurship in the Scandinavian country, it is very difficult to determine the state of this activity. In the end, social entrepreneurship in Norway is to reduce unemployment among some groups of people, but it's hard to call such activities a real social entrepreneurship, since it has nothing to getting profit and innovating.

Conclusion. Social entrepreneurship in modern realities is aimed at accelerating positive social changes by means of innovative methods, providing social entrepreneurs with profit. Social entrepreneurship is characterized by such main feature as solving of acute social problems in society, contributing not only to their elimination, but also qualitatively new development of the population's potential. A comparative analysis of the experience of Norway in social entrepreneurship

showed that this activity does not fulfill its main goals, because it is aimed mainly at overcoming unemployment without an innovation component. It should be noted that since Norway is a country with a socialist-democratic model of development, most social projects are funded the state budget, therefore, social enterprises depend on government actions. In order to create a more prosperous picture of the system of social entrepreneurship in Ukraine we have to bring in a liberal model for social entrepreneurship development.

Based on the mentioned earlier, we can stimulate the development of social entrepreneurship in Ukraine by:

- adoption of the law on social entrepreneurship, which would define clear requirements for social entrepreneurship and create legal mechanisms for supporting social entrepreneurs;
- creation of special crediting programs for attracting financial resources at the initial stage of development of social entrepreneurship;
- launching entrepreneurial training programs for those who want to implement social entrepreneurship activities.

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Анотація

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**СОЦІАЛЬНЕ ПІДПРИЄМНИЦТВО ЯК ІННОВАЦІЙНИЙ МЕХАНІЗМ
ВИРІШЕННЯ СОЦІАЛЬНИХ ПРОБЛЕМ В УКРАЇНІ ТА НОРВЕГІЇ: ПОРІВНЯЛЬНИЙ АСПЕКТ**

В умовах соціально-економічної кризи проблеми соціальної стабільності суспільства загострюються, і їх вирішення потребує нових підходів та інструментів. Відповіддю на соціальні проблеми у всьому світі, зокрема, в Україні, може бути розвиток соціального підприємництва як соціально орієнтованого виду бізнесу, головною місією якого є досягнення соціального процвітання. У нашій країні ця ідея з'явилася порівняно недавно, тому для кращого розуміння досліджувалися наукові підходи до інтерпретації поняття «соціальне підприємництво». Соціальне підприємництво в Україні поступово розвивається, але існує потреба у створенні сприятливих умов, правової та соціальної середовища для його стимулювання. Проведено порівняльний аналіз соціального підприємництва в Україні та Норвегії за допомогою аналітичної моделі. На основі системи статистичних показників проаналізовано сучасний стан соціального підприємництва в Україні та основні види діяльності. Таким чином, наша мета полягає у описі стану та особливостей соціального підприємництва в Україні та зарубіжного досвіду розвитку практики соціального підприємництва в Норвегії.

Ключові слова: соціальне підприємництво, соціальні інновації, суспільство, підприємницька діяльність, держава добробуту.

Аннотация

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**СОЦИАЛЬНОЕ ПРЕДПРИНИМАТЕЛЬСТВО КАК ИННОВАЦИОННЫЙ МЕХАНИЗМ
РЕШЕНИЕ СОЦИАЛЬНЫХ ПРОБЛЕМ В УКРАИНЕ И НОРВЕГИИ: СРАВНИТЕЛЬНЫЙ АСПЕКТ**

В условиях социально-экономического кризиса проблемы социальной стабильности общества обостряются, и для их решения требуются новые подходы и инструменты. Ответом на социальные проблемы во всем мире, особенно в Украине, может стать развитие социального предпринимательства как социально ориентированной формы бизнеса, основной миссией которой является достижение социального процветания. В нашей стране эта идея появилась сравнительно недавно, поэтому для лучшего понимания были исследованы научные подходы к интерпретации понятия «социальное предпринимательство». Социальное предпринимательство в Украине постепенно развивается, но существует необходимость создания благоприятных правовой и социальной среды для ее стимулирования. В статье предлагается сравнительный анализ социального предпринимательства в Украине и Норвегии с использованием аналитической модели. На основе системы статистических показателей проанализировано современное состояние социального предпринимательства в Украине и основные виды деятельности. Таким образом, наша цель - описать состояние и особенности социального предпринимательства в Украине и зарубежный опыт развития практики социального предпринимательства в Норвегии.

Ключевые слова: социальное предпринимательство, социальные инновации, общество, предпринимательская деятельность, социальное государство.

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