

because the further result of the advertisement will depend on the so-called direction of his blog and the number of subscribers.[6]

- Affiliate marketing is a marketing strategy where a seller collaborates with other companies or individuals (intermediaries) to advertise their products. This is how brands can reach new audiences and attract buyers through an affiliate network. Affiliates receive an additional source of income from their resources: website, blog, social networks. The main advantages of this model are: cost-effectiveness - only results are paid for, which helps reduce advertising costs. This makes affiliate marketing accessible even to small and medium-sized businesses. As for the disadvantages: tracking and analysis - monitoring the effectiveness of affiliates can be difficult, especially with a large number of affiliates; fraud - affiliate marketing can suffer from fraudulent actions, such as fake clicks or sales; competition - high competition between affiliates can lead to a decrease in the effectiveness of campaigns. [5]

So, each of the promotion approaches has its advantages and disadvantages, and there is no single ideal approach. It is best to combine several approaches, taking into account financial capabilities, business specifics, and audience needs.

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SOCIAL ENTREPRENEURSHIP: GLOBAL PRACTICES AND UKRAINIAN PERSPECTIVES

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The full-scale Russian-Ukrainian war and the energy and food crises it caused became a significant factor in limiting the economic and, accordingly, entrepreneurial activity of the population, which provoked a decrease in the pace of economic development and the exacerbation of many social problems such as unemployment, destruction of housing, and loss of the economic foundations of life.

Social entrepreneurship (SE), which merges entrepreneurial functions with a specific social mission – such as providing employment and resocialization for internally displaced persons and war veterans, improving quality of life, and restoring the environment – has been recognized globally as an effective mechanism for addressing such issues. Addressing these challenges is possible by combining material resources (such as finance and property) with intangible assets (such as initiative and solidarity) and by mobilizing the beneficiaries' efforts within the framework of social entrepreneurship. The innovative essence of social entrepreneurship lies in integrating novel organizational business forms, product offerings, and business strategies.

Social entrepreneurship in world practice has been developing since the second half of the twentieth century. The most famous social enterprise is the Grameen Bank, founded in 1976 by Professor M. Yunus, who proposed using a microcredit program for the self-employment of poor people in Bangladesh. The success of the Grameen project contributed to the popularization and recognition of social entrepreneurship in the world, as evidenced by the high international recognition of Muhammad Yunus, who was awarded the Nobel Peace Prize in 2006. This is the first time in history that the prestigious Peace Prize has been awarded for activities in the banking sector. Currently, the number of Grameen Bank borrowers has reached 7.5 million people, the total volume of loans issued is over \$ 6 billion, while the percentage of loan repayment is expressed as a record in the banking sector - 99%. 97% of borrowers are women [3].

Among European countries, social entrepreneurship is most widespread in the UK and Germany, each of which has over 100 thousand SE. There are 131,000 SE in the UK, with a total turnover of £ 78 billion. SE reinvests £ 1 billion of profits in social goals. The social entrepreneurship sector currently employs 2.3 million workers (or over 5% of the country's working population). According to the State of Social Enterprise Report UK, two-thirds of SE (69%) provide various services to socially vulnerable groups, and 44% of SE employ such categories of the population, with 28% operating in depressed regions of the country [1].

Most often, SE s in the UK are created in the service sector (72%), in particular – education (18%), consulting (17%), employment and professional reorientation (14%), as well as retail trade (12%). At the same time, a significant share of SE (28%) operates in the field of material production, in particular – agriculture (13%). A third of health service providers in communities are social enterprises [1].

About 25% of SE s in the UK have the sale of their goods and services on the open market as their main source of income. As the report states: «Social enterprises are viable businesses that compete in the open market, solving some of society's biggest challenges – from homelessness and drug addiction to mental health and social care – while creating opportunities and reducing inequality. They show traditional businesses how social impact and profit can go hand in hand». Therefore, to effectively respond to societal challenges and the uncertainty of the future, «we must take the social enterprise model as a model for inspiration and guidance, which will help create an economy that works for everyone» [1].

A national study of social entrepreneurship in Germany, conducted by the Center for Social Investment (CSI) «Heidelberg» identified three key characteristics of social enterprises: improving environmental or social well-being as the main goal of the activity and innovations that support the development of the social sphere and can aim at a combination of social and economic goals, new products, services or marketing strategies [2]. In Germany, where there are about 100 100,000 SE, which employ over 2.5 million employees, are characterized by the sustainability of social enterprises, more than half of which have been on the market for over 10 years, and 25% for over 30 years. The most popular areas of SE activity are education and science (in the form of cyber kindergartens, alternative educational institutions, and qualification courses), social services, the use of alternative energy sources and environmental conservation, advocacy, and financial consulting [2].

Social entrepreneurship in Belgium, unlike other EU countries, covers a very diverse range of sectors, from healthcare, social work, wholesale and retail trade to construction. According to the national report “The State of Social Entrepreneurship – Key Facts and Figures,” about 51% of Belgian SEs are cross-sectoral and operate in more than one sector. At the same time, the share of social enterprises operating in the field of public and social services education is quite low, significantly lower than in other European countries. About 75% have existed for more than 10 years [1].

Social entrepreneurship has also developed significantly in recent decades in the countries of Central and Eastern Europe, in particular in the Czech Republic and Poland, where social business activities are aimed at solving such problems as creating jobs for people with special needs, promoting mobility in the field of employment, environmental protection and protecting historical and cultural heritage sites.

Thus, the goal of most joint ventures in world practice is to provide conditions for employment and resocialization and, consequently, to overcome the level of social exclusion for the most vulnerable groups of the population (people with disabilities, refugees, former prisoners, and the elderly). An important component of social entrepreneurship is also solving environmental problems and developing a culture of responsible consumption. Accordingly, the following main types of joint ventures are distinguished: inclusive entrepreneurship, eco-entrepreneurship (green business), veteran business, creative entrepreneurship, craftivism, academic entrepreneurship, school entrepreneurship, sports entrepreneurship, and advocacy business. The most popular areas of joint venture activity in EU countries are alternative forms of social assistance, development of renewable energy and eco-saving, advocacy, financial consulting, and educational projects. According to the European Commission, today in Europe, social enterprises account for 10% of all European businesses (2 million), and social enterprises employ over 6% of employees. The main organizational and legal forms of SE are social solidarity cooperatives (Portugal), social cooperatives of collective ownership (France), social cooperatives (Italy), and a company working in the interests of the community (Great Britain). The development of social entrepreneurship in Ukraine received a new impetus with the beginning of the Russian-Ukrainian war in 2014. In the face of urgent challenges, when the state is unable to cope with the onslaught of social problems, social entrepreneurship has become one of

the main forms of solving them. Most SEs are engaged in solving problems caused by the war: resocialization, advocacy, and overcoming stigmatization of vulnerable categories of the population - internally displaced persons, people with disabilities, and war veterans. The leading forms of social enterprises in Ukraine are currently veteran and inclusive businesses. Today, veteran business includes over 200 companies, including even chain restaurants [3].

At the same time, joint ventures engaged in impact investing in social projects are gaining popularity. A successful example of a social enterprise operating on the principles of impact investing is Urban Space 100 in Ivano-Frankivsk and Urban Space 500 in Kyiv, the purpose of which is to create a communication platform for public discussion and solving the socio-economic problems of the city – 80% of the companies' profits are spent on financing local social needs.

Thus, the organizational form of social entrepreneurship should be considered as an effective mechanism for solving urgent social problems, including in the context of the post-war reconstruction of the economy and socio-cultural space of Ukraine. Using the world experience of social entrepreneurship will enable the formation of sustainable forms of joint ventures, which will contribute to both overcoming social crises and forming the basis of a new economic model based on the principles of European values - inclusiveness, equality, and social cohesion.

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НАПРЯМИ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ ВИКОРИСТАННЯ ВИРОБНИЧОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА В ЕКОНОМІЦІ ІННОВАЦІЙНОГО ТИПУ

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Сучасні підприємства функціонують в умовах швидкої зміни технологій та зростання конкуренції на ринку. Тому підвищення ефективності використання виробничого потенціалу стає однією з ключових задач для забезпечення їх стабільного розвитку та конкурентоспроможності. В умовах економіки