

- запровадження спеціальної допомоги інтеграції для вразливих груп населення (зокрема, меншин, біженців, вимушених переселенців тощо);
- посилення електронного моніторингу й нагляду за грошовими потоками банків та інших фінансових інститутів;
- запровадження жорсткіших правил щодо готівкових транзакцій та збільшення штрафів за незадекларовані й необліковані готівкові рахунки;
- поліпшення взаємодії, інформаційного обміну, обміну кращою практикою щодо моніторингу, дізнання та кримінального переслідування між регіональними, національними та міжнародними правоохоронними органами;
- посилення контролю за транзакціями за участі офшорних юрисдикцій;
- вдосконалення правил та норм, які регулюють діяльність фінансових ринків, забезпечення прозорості фінансових інструментів;

Також ми зазначили, що обсяг тіньової економіки значно скоротився протягом останніх років (особливо сильно це стосується падіння 2014-2015 років). Незважаючи на це, обсяги тіньової економіки все ще залишаються досить великими. Тож, на останок, ми зазначили що НБУ активно запроваджує міри детінізації в 2021 році, спрямовані на контроль та протидію відмиванню коштів та фінансування тероризму.

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INTRAPRENEURSHIP: CHALLENGES AND OPPORTUNITIES WITHIN THE FRAMEWORK OF UKRAINE

Nowadays “entrepreneurship” is a hardly lesser-known world-wide word than the Coca-Cola, but still let’s note some figures: according to the OECD reports in 2018 in all countries, most enterprises (between 70% and 95%) are micro-businesses [1], 97% of self-employed professionals say they would never go back to traditional

employment [2], there are 582 million entrepreneurs in the world according to the Markinblog, 2020 etc. [3] Entrepreneurship makes millions of work places around the world, increases GDP rates, creates innovations and improves productivity but in modern world is it enough? Moreover, to be an entrepreneur is quite tough: you may have an idea, vivid dreams and desires, but limited resources; you are risky and can do whatever you want but you are fully responsible for every action; you will get all the profit, but you don't know when your business will be raised up if it does at all. But there is another solution - don't quit your job to change the world and just be an intrapreneur.

An intrapreneur is an employee who is tasked with developing an innovative idea or project within a company like the entrepreneurial mind inside the organization. The intrapreneur may not face the outsized risks or reap the outsized rewards of an entrepreneur. However, the intrapreneur has access to the resources and capabilities of an established company [4].

Today intrapreneurship is becoming more and more popular around the world, but its benefits are still underestimated. For instance, well-known corporation Kodak that had a monopoly on the film photography market in the USA, but it had bankruptcy in 2012 because of digital cameras. However in 1975 the Kodak engineer Steve Sasson invented the first digital camera – he was working on his own project, using the company resources and had not any risk of lack of money if he failed, but the company didn't pay attention to this innovation because of producing photographic film products [5]. What would be if Steve Sasson – intrapreneur in 1975 – got the company's approval in time?

Other examples are Ken Kutaragi with "Play station" which he started after losing his job and taking a large risk, Jef Raskin with "Macintosh" which he invented because he didn't believe that the Apple direction gives him that opportunity, Art Fry with "Post-it notes" and so on [6]. Two-thirds of employees feel that their ideas are lost entirely in business [7].

Intrapreneurship is not only the "golden ticket" for the intrapreneurs that can help them to assert themselves and change the world from the place where you are but also the great capacity for the companies to keep the pace of creativity, implementing the innovations and protecting themselves from many risks. That is the entrepreneurship of present and future, the "mindset that must be incorporated to the organization's DNA" [8].

Today companies are competing not only with the other big companies or corporations but also with start-ups that's why it's extremely important to apply new approaches in doing business and resolving problems quicker. One of such examples that can be proud of itself in providing intrapreneurship is TietoEVRy - Finnish-Swedish IT software and service company providing IT and product engineering services. In daily routines they are working in two ways – exploring (focusing on new solutions) and exploiting (developing the existing products and services), using different methods such as agile, business model canvas, design thinking, lean methodology, diversity groups etc. [9]. Quite similar methods are used by Google, Intel, Facebook and others that understand the real value of providing innovations.

There is a lot of challenges for intrapreneurship, but the main are: Be solution driven; Collaborate; Create a sharing culture; Sell your idea; Embrace failure; Share your ideas [7].

In Ukraine intrapreneurship is still undiscovered theme like a “blue ocean” in business. There is a lot of prerequisites that we have and even more than we have need to improve. In 2018 Ukraine ranks 73-rd of 137 countries in Global Entrepreneurship Index (GEI) that indicates tough conditions of entrepreneurship ecosystem [10]. That make impact on large companies – they are afraid of encouraging their workers about intrapreneurship for avoiding outflow of labor to creating own business. Another reason that is most of companies don’t need innovations and new projects. The only that they want are doers.

In addition, the Ukrainians have fine GEI scores on Start-up skills, Risk and Human Capitals and at the same time insignificant score on Risk Acceptance that means the institutional environment doesn’t make it quite possible to act on existing opportunities. The main problems for companies are: bring attention to the entrepreneurial qualities of employees and how the firm empowers them to create value; create an intrapreneurship culture; create a policy of paid side project time (like Google) [10].

The policy maker tasks are 1) lower tax rates and 2) promote entrepreneurial successes within economic development initiatives.

At the moment in Ukraine some programs and initiatives already are trying to build a intrapreneurship culture like the n.cubator, Radartech and UNIT. Школа МСП but there are a lot of steps ahead [11].

To sum it up need to say that entrepreneurship and intrapreneurship are equally important for society of the future that’s why extremely important to develop both. Furthermore, the intrapreneurship has magnificent opportunities for large corporations to keep developing existing products and at the same time creating new ones. Ukraine has a lot of challenges on its way to building a healthy entrepreneurship ecosystem but also a bigger opportunity for the future of intrapreneurial mindset.

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MODEL-BASED SOCIOECONOMIC PLANNING OF TOURISM DEVELOPMENT IN DEVELOPING COUNTRIES

In the second half of the 20th century, many countries around the world, like Ukraine, became independent, and most of them faced similar problems. The study examines a hypothetical relatively young country that represents developing countries. For many, the civil war that followed independence and led to democratic rule left the country's infrastructure severely damaged and a substantial part of the population without access to basic social services. A relevant part of the skilled labor force left the country during the war or right after it.

Tourism is a potentially important sector for the economy of most developing countries. Some of them put significant efforts to either make up a strategy for tourism development or improve their business environment to attract foreign investments into tourism since they consider it as potential (Signé, 2018).

To cover most indicators of the tourism, the following KPI were chosen:

- Tourism share of GDP – value added to real GDP ratio that represents the main performance indicator for both the policy and the tourism sector, as it is the total contribution of travel and tourism to GDP.
- The perceived attractiveness of the country – the main factor directly determining FDI, growth rate of tourists, and prices for them.
- The crowding of hotels factor – an indicator plays the role of limiter since it shows whether the country will be able to accommodate all comers.

There are main assumptions of the model:

- The higher level of attractiveness for tourists, the more FDI flow to the country