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UDC 338.1

УДК 338.1

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REGIONAL DISPROPORTIONS OF SMALL BUSINESS IN UKRAINE AND APPROACHES TO THEIR ELIMINATION

РЕГІОНАЛЬНІ ДИСПРОПОРЦІЇ МАЛОГО БІЗНЕСУ В УКРАЇНІ ТА ШЛЯХИ ЇХ УСУНЕННЯ

Urgency of the research. Study of regional disproportions of small business is up-to-date sector of research in the field of state support provision to entrepreneurship in Ukraine aimed at economy priming, enhancing the efficiency of regional and national economic development.

Target setting. Small business may significantly contribute to the Ukraine's GDP, solve employment issues, increase welfare and living standards of residents and satiate domestic market with competitive products.

Thus, an important task for Ukraine, under the present economic conditions, is to provide proportional location and effective functioning of small business all over Ukraine, along with already formed disproportions eliminating.

Actual scientific research and issues analysis. Considerable contribution to the development of theory, methodology and history of small business, its state regulation and disproportional regional development is made by the well-known scientists: V. Bazylevych, V. Bakumenko, Z. Varnaliy, P. Yeschenko, T. Klebanova, T. Ponomarenko, V. Savchuk, A. Chukhno and others.

Uninvestigated parts of general matters defining. At the same time, the peculiarities of small business development and regional disproportions of its functioning are not thoroughly outlined in research literature. In the article, the authors present their results of these issues studies.

The research objective. To study the condition of small business development in different regions of Ukraine, to find the approaches for the defined disproportions elimination in order to improve meso- and macroeconomic indices.

The statement of basic materials. The article describes the role and place of small business in the state economic system; integral indices, which reflect level of development and efficiency of small business functioning in different regions of Ukraine depending on types of economic activity, are calculated using the methods offered by the authors.

Conclusions. Disproportions of small businesses development in different regions of Ukraine are identified; the approaches to their elimination for considerable facilitating socioeconomic development of the country are offered.

Keywords: small business; regional disproportions; state support.

DOI: 10.25140/2410-9576-2018-1-2(14)-186-195

Актуальність теми дослідження. Вивчення регіональних диспропорцій малого бізнесу є актуальним напрямком дослідження у сфері забезпечення державної підтримки підприємницького сектору в Україні для стимулювання економіки, підвищення ефективності економічного розвитку регіонів та країни в цілому.

Постановка проблеми. Малий бізнес потенційно здатен забезпечити вагомий внесок у валовий внутрішній продукт України, вирішити питання зайнятості населення, підвищення рівня його життя та наситити внутрішній ринок конкурентоздатною продукцією.

Саме тому, в сучасних економічних умовах, важливим завданням для України є забезпечення рівномірності розташування та ефективності функціонування малого бізнесу по всій території країни, а також подолання диспропорцій, які сформувались на сьогоднішній день.

Аналіз останніх досліджень і публікацій. Значний внесок у розвиток теорії, методології та історії малого бізнесу, його державного регулювання та нерівномірності розвитку регіонів зробили відомі вчені: В. Базилевич, В. Бакуменко, З. Варналій, П. Єщенко, Т. Клебанова, Т. Пономаренко, В. Савчук, А. Чухно та інші.

Виділення недосліджених частин загальної проблеми. У той же час у науковій літературі недостатньо висвітлена тема особливостей розвитку малого бізнесу та регіональних диспропорцій його функціонування. Дана стаття відображає результати досліджень авторами цих питань.

Постановка завдання. Проведення дослідження стану розвитку малого бізнесу у різних регіонах України, пошук шляхів ліквідації виявлених диспропорцій з метою покращення мезо- та макроекономічних показників.

Викладення основного матеріалу. В статті визначена роль та місце малого бізнесу в економічній системі держави; за допомогою запропонованої авторами методики розраховані інтегральні показники, які відображають рівень розвитку та ефективність функціонування малого бізнесу в різних регіонах України в розрізі видів економічної діяльності.

Висновки відповідно до статті. Виявлені диспропорції розвитку малих підприємств у регіонах України, запропоновані шляхи їх подолання з метою покращення стану національної економіки.

Ключові слова: малий бізнес; регіональні диспропорції; державна підтримка.

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Urgency of the research. Small business is the most important feature of market economy, the most dynamic element of its structure which eliminates disproportions of certain products at the market, provides additional employment and decreases unemployment rate, activates innovative processes, creates competitive environment, originates middle class development.

However, it is required to have more precise understanding of its development trends and efficiency of its functioning in different regions of Ukraine depending on small businesses location, markets and sales outlets, natural and climatic conditions, the composition and the income level of the population, etc.

Target setting. The state of national economy of any country is assessed based on the level of small business development as small business entities can create additional employment, update and satiate the market with competitive goods and services, provide increase of the revenue part of budgets at all levels and improve the most significant macroeconomic indices of the country's development in the short term prospective. Small business is an important component of economic reforms implementation aimed at effective socially oriented economy formation.

Small business functioning enhances regional development significantly, facilitates investment processes, impacts the national economy structure. Apart from that, dynamic development of small business entities is an indicator of favorable conditions for the further formation and promotion of medium and big businesses development.

The research subject is regional disproportions of small business development in Ukraine; the research aim is to make up conclusions and offers as for disproportions elimination in the small business sector should they be identified, which an important task is considering the potential impact of microeconomics on macroeconomic indices improvement.

Actual scientific research and issues analysis. Considerable contribution to the development of theory, methodology and history of small business, its state regulation and disproportional regional development is made by the well-known scientists: V. Bazylevych, V. Bakumenko, Z. Varnaliy, P. Yeschenko, T. Klebanova, T. Ponomarenko, V. Savchuk, A. Chukhno and others.

Uninvestigated parts of general matters defining. At the same time, the peculiarities of small business development in Ukraine, including regional disproportions formation during its functioning, are not thoroughly outlined in research literature. Correspondingly, the real scale of the trend identification and offers development in terms of possible approaches to its expansion counteracting with economic leverage application at state and regional levels present an up-to-date and important aspect of small business entities support in Ukraine.

The research objective. The research objective is to identify regional disproportions of small business development in Ukraine, if there are any, and to compare the effectiveness of small business functioning in different regions of Ukraine in order to find the approaches to their elimination in future.

The statement of basic materials. For Ukraine having the specific geographic location and variable infrastructure of transport connections, the issue of preventing considerable regional disproportions in small business and massive contribution to their elimination is an urgent task the modern state economic policy faces.

Such reasons as high import dependence, the low level of production diversification, limited access to credit sources to start business and their high cost, a relatively low level of the population's income and a high unemployment rate causing migration of employable population to Western Europe and Russia trigger the necessity to form a system approach to the small business state support based on the balance of interests of businessmen, regional authorities and the whole country.

It is known that small business development positively impacts the economic condition of the country, creates a wide platform for additional employment, to certain extent solves the problem of vulnerable groups employment (youth, women, pensioners, etc.) and their gaining experience for further self-fulfillment. Traditionally, small businesses are characterized by high efficiency of capital investments compared to big businesses due to limited resources requirement and the fast pay-back potential of small businesses. There are opportunities for small businesses to set the production of various competitive goods within a short time, quickly responding to the fluctuations at foreign and domestic markets of goods and services; they can fill empty market niches, which are not always attractive for big

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businesses, more easily; they are a platform for medium businesses development. Moreover, as a rule, the psychological atmosphere in small business promotes creativity and proactivity as own business facilitates responsible attitude to work.

The world practice gives the leading role in countries' economic indices formation to small business. Besides the above-mentioned advantages of this business sector, relatively low expenses for process management, low demand for start capital and its high turnover, fast decision making and ability to amend production process quickly, etc., should be named.

As a rule, small business sustainability and its effective functioning provision can be reached via the corresponding national economic policy comprising state support elements. According to the EU standards, the number of small and medium businesses in a country should exceed 99% of all the businesses; this is one of the conditions for the EU candidate country [1]. In Ukraine, 95% of the total number of business entities is small businesses; they employ 27% of the population. Statistically, small and medium business produces 50-70% of GDP of the developed countries on average, employ 70% of people and provide 2/3 of the added value produced. It should be noted that the majority of small businesses in the EU countries operate in trade, construction, food and service industries [1]. In Japan, a generally acknowledged country of private entrepreneurship, small businesses are also typical for the mechanical engineering segment [2]. Most countries, including the USA, Japan, France, Germany, Sweden, North Korea, do not separate small business from medium and use the notions "small and medium entrepreneurship", "small and medium business" for regulation and statistic reporting. Tab. 1 presents the current criteria of referring businesses to the above-mentioned category in several leading countries.

Table 1

Quantitative criteria of small business in different countries

Country	Term used	Criterion
Ukraine	microenterprises, small enterprise	the number of employees annual proceeds of activity
The USA	small and medium business	the number of owners the number of employees assets size annual profit
Japan	small and medium entrepreneurship	the number of employees equity capital
France	small and medium business entities	the number of employees annual turnover equity ratio
India	small business	size of capital assets
Russia	small business entities	equity ratio the number of employees
Germany	small and medium entrepreneurship	the number of employees annual turnover
Sweden	мале та середнє підприємництво small and medium entrepreneurship	the number of employees
Great Britain	small business entity	annual turnover or assets or average number of employees
South Korea	small and medium entrepreneurship	the number of employees total assets annual sales volume
Poland	small business entities microentrepreneur small entrepreneur	the number of employees sales volume cost of assets
Turkey	small enterprises	the number of employees

Source: independently designed using the data: [2; 4; 5]

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Generally, the number of employees and business assets criteria are used to refer businesses to a small business category (or small and medium). At the same time, whilst small business defining there is a difference in current methodological approaches, a lack of uniform qualitative and quantitative criteria of business referring to this sector. According to the World Bank data, the total number of criteria used in the world practice in relation to a business referring to a small business entity is more than fifty. The absence of uniform criteria for small business defining in different countries creates certain difficulties and complicates a comparative analysis of macroeconomic indices making it conventional to some extent. As such, the possible solution to this issue is application of a single general criterion, e.g. annual turnover in equivalent in the international financial institutions' reporting.

The analysis shows that small business in Ukraine is represented by small business entities – physical persons registered according to the legal procedure as business entities and legal persons - business entities of any form of incorporation and ownership with the annual number of employees not exceeding 50 people and annual total revenue not more than 10 million euros at the annual average exchange rate of NBU [3; 9].

The performed study of the peculiarities and principles of territorial distribution of small businesses in Ukraine by the types of economic activities and the analysis of main economic indices allow concluding that there are substantial differences in the condition and directions of small business development in regions and the level of impact on the national economic trends. The in-depth analysis of certain territories, the development stage of which is characterized by some regional economy issues urgency, promotes the reserves identification for economic situation improvement in this territories, priorities rationale in solving tasks of small businesses regional support, efficiency increase of the regulatory policy that has practical importance for regional development forecasting.

Forming a system of indices of small businesses in order to conduct disproportions (inequality) studies of regional development, it is important to provide a relevant base for accurate comparative analysis, both methodological and informative. The primary information used is presented by the State Statistics Service data for 2016 (it is complicated to analyze data for 2017 as the available official indices are incomplete).

To study the condition of small business development in regions of Ukraine it is sufficient to arrange regions clustering in compliance with the system of indices developed by the authors:

1. The integral index 1 presents the development and potential of small businesses (SB) of each region and is defined using calculation methods based on values of statistic indices groups: SB ratio to total number of businesses within a region, the number of SB per 10 thousand residents, the number of SB per 10 thousand economically active residents, a small business employment rate, the average monthly salary of employees, employment by industry type of SB.

2. The integral index 2 presents parameters of small businesses activities and is defined using statistic indices: operating costs per unit of sales, a group of businesses which earned a profit in the accounting period, computerization expenses per one SB of a region, total SB sales as a percentage of total sales of a region, capital investment ratio of SB as a percentage of total regional investment, annual average productivity of a single employed worker;

3. The integral index 3 presents the efficiency of small business activity and is defined based on: a financial condition (business activity indices, financial stability, liquidity) and activity results (sales profitability indices, capital, fixed assets, operating activity profitability).

A cluster analysis allows conducting multifaceted study and classifying objects by several characteristics (parameters of classification) simultaneously. Automation of statistic calculations was performed using StatSoft Statistica 7.0. This programme realizes agglomerative methods of minimum variance: joining (tree clustering), two-way clustering and k-means (divisional method). The tree clustering method is characterized by different rules of hierarchical cluster joining: single Linkage, complete Linkage, unweighted pair-group average, weighted pair-group average, unweighted pair-group centroid, weighted pair-group centroid, Ward's method [7].

According to the authors' system of integral indices calculated using the official statistic data on businessmen and small businesses that create organizational background of small business in Ukraine, integral indices calculation is performed by means of standardization method and the so-called "multidimensional average" to identify regional development differences of small business in

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different regions of Ukraine and rank the values obtained according to area logic and types of economic activity. The results obtained are shown below (Tab. 2).

Table 2

Mean values of aggregate integral indices of development and activities of small businesses in Ukraine by regions in 2016

List of regions	Number of regions	Aggregate integral indices ratio
Luhansk, Donetsk, Kirovohrag, Volyn, Chernihiv and Khmelnytsk	6	low (0,21 ÷ 0,25)
Rivne, Cherkasy, Poltava, Sumy, Kherson, Ivano-Frankivsk, Zakarpattia, Zhytomyr	8	below average (0,28 ÷ 0,31)
Kharkiv, Ternopil, Mykolaiv, Odesa	4	average (0,35 ÷ 0,43)
Dnipropetrovsk, Zaporizhia, Kyiv, Chernivtsi, Lviv, Vinnytsia	6	high (0,45 ÷ 0,58)
The city of Kyiv	1	Maximum (0,8)

Source: designed by the authors on the calculation results

Type designs of the obtained values of development and small businesses effective functioning integral index enabled identifying five groups of regions of Ukraine and concluding that: the regions with the most favourable business climate, a relatively high level of small business development and its economic effectiveness comprise the city of Kyiv being the centre of all political, economic and international connections, Vinnytsia, Lviv, Chernivtsi, Dnipropetrovsk, Kyiv and Zaporizhia regions, the territory of which encloses industry, trade, services and tourism. The results obtained show that development and effective activity indices are greatly affected by a region's location and traditional structure of economy. To the regions with a relatively low level of small business development belong Luhansk, Donetsk, Kirovohrag, Volyn, Chernihiv and Khmelnytsk which is the evidence for a range of problems in their territories which slow down their development.

The analysis results demonstrate significant regional differences in quantity, priority spheres of activities and the final effectiveness of Ukraine's small business. For instance, in 2016 Luhansk and Donetsk regions numbered the fewest small businesses per 10 000 of the population (15 and 23 respectively), the average number of small businesses in Chernivtsi region made 37, Kyiv region numbered almost 3 times as much (97), the city of Kyiv contained the maximum number – 250 small businesses. In Zaporizhia region there are 74 small businesses per 10 000 of the population, their product sales make 39685.7 mln UAH or 18.2% of the total sales of the goods produced by the region enterprises that amounts to 925.57 thousand UAH per SB. In the city of Kyiv there are registered and functioning 250 small businesses per 10 000 of the population, they produce 389282.8 mln UAH or 15.6% of the region sales that amounts to 5340.76 thousand UAH per SB [10; 11].

The given data confirms inequality and disproportions in development of small regional businesses. Their balancing directed at enhancement can be treated as a significant reserve for improving meso- and macro-indices of Ukraine's economy.

The data obtained from calculating integral indices is important for understanding the structure of small businesses in the country by individual types of economic activities (Tab. 3).

Thus, in Ukraine at the end of 2016 trading, financial and insurance activities as well as car servicing showed the highest level of integral indices characterizing the degree of development and efficiency of small businesses; transport, warehousing, postal and courier activities, health and social care, other services and education showed the lowest level. These fields require special attention of the state bodies and additional target programmes to support their development.

It should be noted that the majority of small businesses are sole proprietors whose number is increasing. This is first of all due to the simplified registration procedure and functioning of the sector. Sole proprietors hire about 59% of the total number of labour that testifies to the tendency to family business. Most of the employees are engaged in real estate operations and services. For instance, the

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transport sphere employs a third of workers of Ukraine's small businesses that produce almost 35% of this industry production [10].

Table 3

Mean values of aggregate integral indices of efficiency of small businesses in Ukraine by types of economic activities in 2016

Aggregated integral index level	Number of regions	Types of activities
low (0.10 ÷ 0.22)	5	transport, warehousing, postal and courier activities; education; health and social care; administrative and support services; other services
medium (0.45 ÷ 0.58)	5	agriculture, forestry and fishery; industry, building; real estate activities; art, sports, entertainment and recreation
high (1.25 ÷ 1.40)	3	financial and insurance activities; wholesale and retailing; car and motorcycle servicing

Source: compiled from the calculation data

According to statistics, 41% of workers is employed in small businesses operating as legal entities. The analysis of territorial inequality in distributing payroll among workers engaged in small businesses enables the conclusion of relative equality of labour remuneration with its certain localization at urban small enterprises.

The research has estimated the potential of annual sales increase in the small business sector at the expense of balancing the existing disproportions among regions by reference to the business activity factor. This may be achieved due to the system of a small business entity development support through implementing corresponding state and regional target programmes and incentive mechanisms. The results of the estimation of the potential of annual increase of product and service sales are given in Table 4 and Fig. 1.

Table 4

Forecast of the potential of annual sales increase at small businesses by regions of Ukraine caused by the increased number of small businesses (up to average by regions with the high level of small business development), mln UAH

Regions	SB product sales in the region	Potential SB product sales
Vinnitsia	34340.9	34340.9
Volyn	15968.4	45149.4
Dnipropetrovsk	104759.7	104759.7
Donetsk	26317.9	35607.5
Zhytomyr	16517.5	39871.4
Zakarpattia	11669.9	32542.0
Zaporizhia	39685.7	39685.7
Ivano-Frankivsk	18209	37001.3
Kyiv	71172.9	71172.9
Kirovohrad	29320.4	57217.3
Luhansk	9227.1	37391.7
Lviv	55048.1	55048.1
Mykolayiv	28867.6	39809.7
Odesa	75589.7	75589.7
Poltava	33030	52450.7
Rivne	14101.2	42808.9
Sumy	16657.9	45355.2
Ternopil	15416.7	51369.8
Kharkiv	80385.4	80385.4
Kherson	21846.6	42490.1
Khmelnitskii	18801.5	42908.5
Cherkasy	26626.1	46862.6
Chernivtsi	7941.1	7941.1
Chernihiv	16601.1	45478.0
city of Kyiv	389282.8	389282.8
Total	1177385.2	1552520.274

Source: compiled from [8] and Tab. 2

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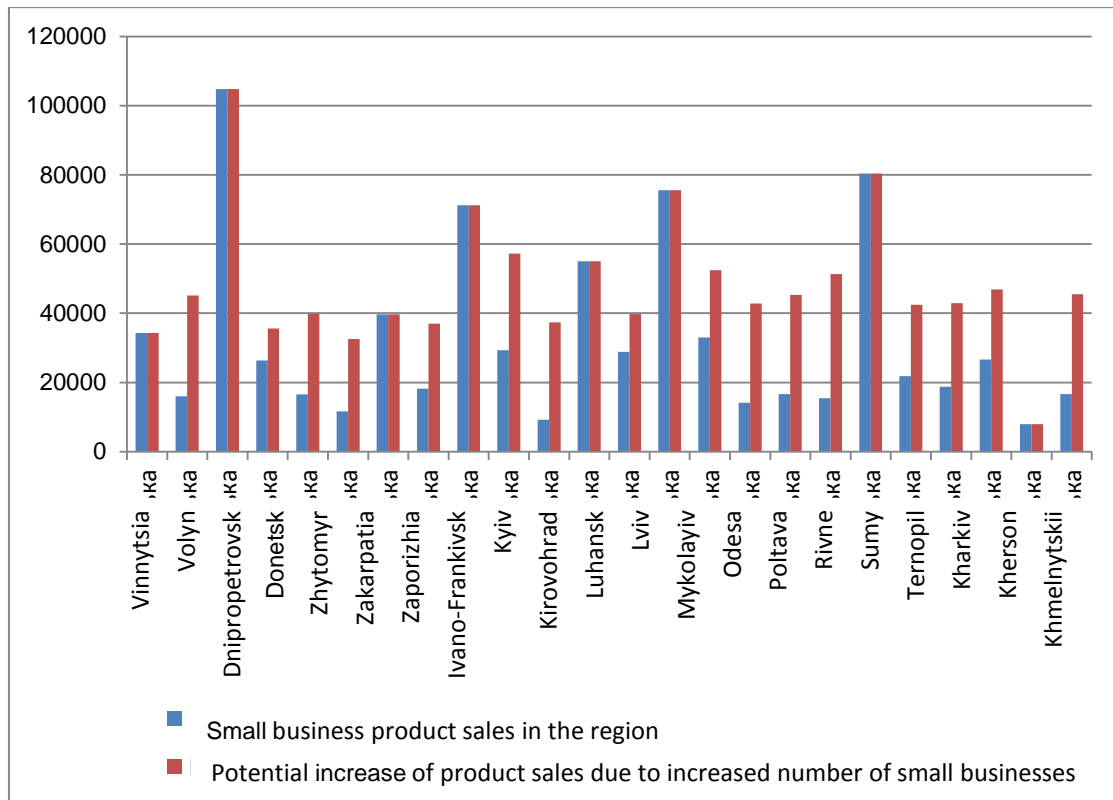


Fig. 1. Forecast potential of sales increase at small businesses in Ukraine by regions

Source: compiled from [8] and Tab. 2

Roughly estimated, only one of the impact factors, namely the increased number of small businesses in each region to the level average in the group of regions with high level of small business development (Tab. 2), can make 375135.1 mln UAH or 31.86 % of the achieved product and service sales. The total volume of products sold in Ukraine in big, medium and small business sectors makes 5.58 %.

Estimation of the small business development potential in Ukraine’s regions on the principle of reaching the best sales indices on the national market in terms of the level of development and efficiency testifies to the great potential of the sector in case of creating favourable opportunities for activities.

Successful practices of countries with the high level of small business development confirm the urgency of the state system support of this economic sector in Ukraine. Regional disproportions in small business development and functioning identified in the course of the research enable the conclusion that efficiency of the state and regional support of small business must be enhanced to accelerate its development, settle existing problems and eliminate disproportions. The task is to significantly widen the role and place of small business in economic processes, ensure employment of 30-35 % of the country’s employable population in its structures. Further development of small business is Ukraine’s reliable potential in overcoming negative socio-economic processes, such as the employable population outflow, low quality of life, the great proportion of shadow economy, low competitiveness of part of the national production.

Efficient forms of the state and regional support of small business that provide general development of this sector of Ukrainian economy along with facilitating the disproportions overcoming are as follows:

- introduction of the state and regional target complex programmes of small business development and support with corresponding financial, legal and organizational provision;

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- use of state banks to open dedicated credit lines to support small business specifying the scope of finance, reasonable interest rates and sectors of crediting conditioned upon additional employment;
- creation of conditions for increasing commercial banks' interest in enhancing collaboration with small businesses through implementing preferential taxation of profits from servicing small business financial needs;
- encourage small businesses to enhance their financial stability through preferential tax treatment should they create insurance reserves to prevent bankruptcy;
- development and application of the wide range of tools to support startups and first-time entrepreneurs;
- facilitation of attracting funders' and international financial organizations' means (grants and co-financing) to develop prospective economic activities in small business forms of incorporation;
- provision of high quality education, acquisition of competences by small business employees and organization of affordable consultancy support.

Conclusions. In the course of the research there has been defined that small business development and functioning in different regions of Ukraine have peculiarities that can be seen in the different level of business activities, different structures by types of economic activities and effectiveness as well as in the place and the role small business plays in forming goods and services sales in the region. The most developed small business in terms of the aggregate integral estimated indices is found in the city of Kyiv and 6 regions – Dnipropetrovsk, Zaporizhia, Kyiv, Chernivtsi, Lviv and Vinnytsia (Tab. 2). Other regions of Ukraine see significantly smaller scales and indices of small business development and effectiveness of its functioning (Tab. 2). The potential of enhancing the level of economic activity is estimated at minimum 375135.1 mln UAH that makes 31.86 % of the product sales growth achieved by small businesses and 5.58% of the total product sales in the country in 2016.

Also, Ukraine sees disproportions of small business development by types of economic activities. Thus, the analysis of the results of the integral indices calculations (Table 3) proves that financial and insurance activities, wholesale and retailing, car and motorcycle servicing are the most developed in small business; transport, warehousing, postal and courier activities, education, health and social care, administrative and support services and other services are less developed. Enhancement of the small business structure in the direction of the priority development of the most efficient types of economic activities is the trajectory for the regions' economic development and, as a result, improvement of the population's standards of living.

Sustainable development of Ukraine's small business and overcoming disproportions among regions and types of economic activities can be achieved through adapted application of the experience of the EU and world developed countries subject to adoption and efficient implementation of the state and regional complex programmes to support business based on: enhancement of the legal base as to small business; financial and credit, material and technical and innovative support of small business; international financial and engineering support of small businesses; staff, scientific and consultancy support of small business development.

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Received for publication 01.03.2018

Бібліографічний опис для цитування:

Khudolei, V. Yu. Regional disproportions of small business in Ukraine and approaches to their elimination / V. Yu. Khudolei, T. V. Ponomarenko, T. M. Ivanova // Науковий вісник Полісся. – 2018. - № 2 (14). Ч. 1. – С. 186-195.

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