



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ТАРАСА ШЕВЧЕНКА

Економічний факультет

Кафедра підприємництва

СПІЛКА ПІДПРИЄМЦІВ МАЛИХ, СЕРЕДНІХ І ПРИВАТИЗОВАНИХ ПІДПРИЄМСТВ УКРАЇНИ

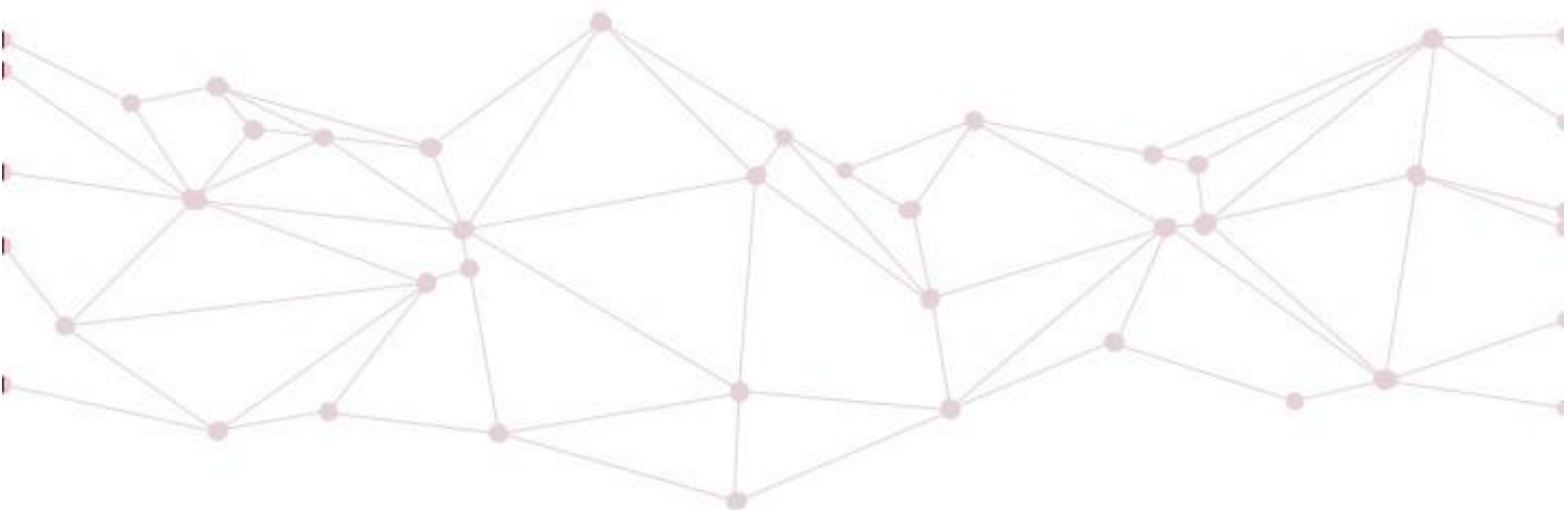
ІНСТИТУТ ДОКТОРА ЯНА-УРБАНА САНДАЛА (Норвегія)

УКРАЇНСЬКИЙ НАУКОВО-ТЕХНОЛОГІЧНИЙ ЦЕНТР (УНТЦ, ЕС)

МАТЕРІАЛИ

**II Міжнародної науково-практичної конференції
«Мале та середнє підприємництво: проблеми і
перспективи розвитку в Україні»**

15-16 листопада 2018



Київ - 2018

Рекомендовано до друку та для розміщення
на веб-сайті економічного факультету
кафедрою підприємництва
Київського національного університету імені Тараса Шевченка
(Протокол № 5 від «20» листопада 2018 року)

Рецензенти:

В.В.Микитенко, доктор економічних наук, професор, г.н.с. відділу стратегічного потенціалу сталого розвитку ДУ «Інститут економіки природокористування та сталого розвитку НАН України»;

Д.О.Баюра, доктор економічних наук, професор, професор кафедри економіки підприємства Київського національного університету імені Тараса Шевченка.

Мале та середнє підприємництво: проблеми і перспективи розвитку в Україні: зб. матер. наук.-практ. конференції, 15-16 листопада 2018 р. / Київський національний університет імені Тараса Шевченка. – Київ, 2018. – 234 с.

Редакційна колегія: А.І. Ігнатюк, д.е.н., проф.; В.Д. Базилевич, д.е.н., проф., чл.-кор. НАН України; І.І. Мазур, д.е.н., проф.; А.О. Вітренко, д.е.н., доц.; Н.В. Бутенко, д.е.н., проф.; О.В. Євтушевська к.е.н., доц.; Л.Л. Кот, к.е.н., доц.; О.В. Богуславський, к.е.н., доц; В.Л. Гура, к.е.н., доц.; М.М. Бердар, к.е.н., доц.

Збірник містить матеріали II Міжнародної науково-практичної конференції «Мале та середнє підприємництво: проблеми і перспективи розвитку в Україні», що відбулася 15-16 листопада 2018 року на базі кафедри підприємництва Київського національного університету імені Тараса Шевченка.

Основними напрямками роботи науково-практичної конференції були: світові тенденції розвитку малого та середнього підприємництва, економічна безпека малого та середнього підприємництва, стратегічні пріоритети конкурентного розвитку підприємництва, сучасні виклики соціального підприємництва в Україні та світі.

Видання розраховано на представників наукової спільноти, викладачів, фахівців у галузі підприємництва, торгівлі та біржової діяльності, працівників органів державного управління, студентів закладів вищої освіти.

Тези розміщуються в авторській редакції.

За точність викладеного матеріалу відповідальність покладена на авторів.

Iryna Tkachuk

PhD, Associate Professor

Yuriy Fedkovych Chernivtsi National University, Ukraine,

Affiliated Honorary Research Fellow

Fil. Dr. Jan-U. Sandal Institute, Norway

INTRODUCTION OF PERCENTAGE PHILANTHROPY IN UKRAINE AS A DEMOCRATIC INNOVATION

CSOs function in a changing environment, thus, they absorb the peculiarities of the society to which they belong, and reflect all the changes that take place in it. They are very sensitive to change, thereby reflect the innovation.

It is popular among Ukrainian and foreign scientists to investigate innovations. However, it should be noted that the research of percentage philanthropy as a democratic innovation has not yet been carried out.

In 1912 J. A. Schumpeter clarified scientifically the difference between innovation and invention. He noted that innovation is possible without anything that we can identify as an invention, while the invention does not necessarily lead to innovation [9]. Also, he refer to the 5 types of innovation. These types are Product; Process; Business model; Source of supply; Mergers & divestments.

After J. Schumpeter, a huge amount of attempts was made to interpret the concept of “innovation”. In the common use, Princeton asset divides all the innovations into two large groups: product innovations and process innovations. “Product innovation is the act of bringing something new to the market place that improves the range and quality of products on offer and process innovation is a new way of making or delivering goods or services”.

Bukovetska Yu. proposed an interesting approach for explanation of the reasons for the emergence of innovation. Thus, innovations are caused by demand (obsolete previous technologies and products; limited resource availability (for example, the energy crisis); imitation of "advanced" of other), and by supply

(resources liberated as a result of overproduction; development and achievement of science; import of technology and technical knowledge). At the same time, the maintenance of competitive advantages is possible only under constant improvement [2, p. 34]. Such understanding of the causes of innovation, which the author used in the production sphere, is possible in his application to the sphere of civil society, which is also characterized by the existence of a competitive environment. Thus, recently among the innovation classifications, one more of their subspecies, namely, democratic innovations deserved the attention of scientists.

Democratic innovation is a new concept, which was very limitedly used by scholars until 2000, and was genuinely distributed only after 2010 [6]. G. Smith proposed the first definition of the definition of "democratic innovations", which has become widespread. Accordingly, democratic innovations are "institutions specially designed to strengthen and deepen the participation of citizens in the process of political decision-making" [10].

B. Geysel argues that democratic innovation is "a new practice deliberately and purposefully implemented to improve the quality of democratic governance in any particular state, regardless of whether it has already been tried in another state". In addition, she notes that democratic innovations "involve citizens in the decision-making process" [7; 34].

Heisel B. divides all democratic innovations into three large groups [7]: Direct democracy; Co- and network-governance; Consultative-discursive procedures.

An interesting expression of direct democracy is the so-called percentage of philanthropy.

The method of percentage philanthropy provides an opportunity for the payer of tax on personal income to divert a certain percentage paid to the budget of tax on social needs, such as the activities of civil society organizations engaged in addressing public needs [5; 8].

Percentage philanthropy is multifunctional in its nature, because its existence causes essentially three major independent consequences.

First of all, existence of percentage philanthropy allows citizens to exercise direct control over the use of tax paid by citizens, who identify a specific NGO, in favor of which they transfer the share of the tax and in this way they get involved in resolving certain social and economic problems, which belong to the profile of the NGO.

On the other hand, percentage philanthropy is an indirect state support, because, according to the mechanism of transfer of money, the transfer is from the state and / or local budgets based on the results of the tax year, meaning that the state essentially concedes a share of the taxes that it received to the NGO. Consequently, NGOs that are beneficiaries of payments are able to increase their resources.

Finally, the percentage philanthropy charity is a kind of transitional charity, the existence of which is most appropriate in societies where traditional charity is not developed. However, it is designed to encourage the development of charity in such societies, show its benefits for all members of society and the state as a whole.

The experience of implementing percentage legislation in Central and Eastern Europe shows that the percentage philanthropy allows attracting significant financial resources to the activities of the public sector. For example, the value of revenues from percentage philanthropy in the sector in Hungary in 2005 was about \$25 million, which made up 0.8% of revenue of the whole sector. 35-40% of taxpayers were involved in charity and about 43% of NGOs became the recipients [3]. In Poland, despite the low share of taxpayers who used the opportunity to transfer income tax that they paid (only 3.6% of taxpayers), the NGOs received more than \$22 m owing to this type of support [4].

Using two formulas (1, 2) makes it possible to calculate the benefits for NGOs of Ukraine in case of introducing of percentage philanthropy.

At full involvement of citizens in charity, the benefit received from the tax transfer (calculated in value terms) can be calculated as follows:

$$P = \frac{T * i}{100\%}, \text{ where:} \quad (1)$$

P - benefit received from the tax transfer, calculated in value terms;

T - the amount of income tax that is planned to be paid in the period, according to the forecast;

i - the percentage of tax that is redirected.

In reality, one should not expect 100 % engagement of the public into the activity of the third sector. Therefore, the formula (1) needs to be adjusted for the ratio of public activity, which we correlate with *the rate of turnout of public for the elections*.

Thus, after the above-mentioned adjustment the formula (1) is as follows:

$$P' = \frac{T*i*a*w}{100\%}, \text{ where} \quad (2)$$

P' - benefit received from the tax transfer, calculated in value terms;

a - share of all voters who were present at the last presidential election;

w - the share of employed voters in the total number of voters who were present at the last presidential election.

The foundations for the introduction of percentage philanthropy in Ukraine already exist. Extensive discussion of percentage legislation occurred in 2009 in the framework of the public forum "Ecumenical Social Week" [5]. As a result, a draft law "On amendments to some laws of Ukraine to support non-profit organizations" was registered and submitted to the Parliament in 2010 (registration number 6055 of 10.02.2010) [11]. However, the adoption of the Tax Code of Ukraine at the end of that year made the above-mentioned draft bill irrelevant and the procedure was suspended for several years. In December 2012, all of the efforts to promote the idea of percentage philanthropy were renewed. The Association of Philanthropists of Ukraine established the work group on the implementation percentage philanthropy in Ukraine [1]. At the meeting, the coordinator of the Work Group presented to a draft version of the Law of Ukraine "On Amendments to the Tax Code of Ukraine for support of non-profit organizations", which would regulate the mechanism of percentage philanthropy.

Thus, the percentage philanthropy in Ukraine can be introduced as a democratic innovation, which involves citizens into decision-making process as well as raises funds of institutions of civil Society.

References

1. Association of philanthropists of Ukraine (2013). [Electronic asset]. Accessed on <http://vboabu.org.ua/news/1303.html>.
2. Bucovec'ka Yu. (2014) The modern approaches for explanation of the essence and classification of innovations. Economic analyses. Issue 1. pp. 32-37.
3. Bullain, N. A. (2004). Explaining Percentage Philanthropy: Legal Nature, Rationales, Impacts. [Electronic asset]. Retrieved from http://www.icnl.org/research/journal/vol6iss4/art_3.htm.
4. Bullain, N. A. (2008). Percentage Legislation in Central and Eastern Europe: a mechanism for philanthropy? Conference on Corporate Social Responsibility: A New Model of Partnerships. [Electronic asset]. Retrieved from www.epfound.ge/files/nilda_bullain.ppt.
5. Ecumenical Social Week. Materials of the site. Accessed on <http://esweek.org.ua/vidsotkova-filantropija>.
6. Elstub S., Escobar O. A Typology of Democratic Innovations. Paper for the Political Studies Association's Annual Conference, 10th -12th April 2017, Glasgow. [Electronic asset]. – Retrieved from: <https://www.psa.ac.uk/sites/default/files/conference/papers/2017/A%20Typology%20of%20Democratic%20Innovations%20%20Elstub%20and%20Escobar%202017.pdf>
7. Geissel B. On the evolution of Democratic Innovations. Prepared for delivery at the 21st World Congress of Political Science, Santiago, July 12 to 16, 2009. [Electronic asset]. – Retrieved from: http://paperroom.ipsa.org/papers/paper_150.pdf
8. Economic Code of Ukraine. [Electronic asset]. Retrieved from <http://zakon4.rada.gov.ua/laws/show/436-15/print1359043105696249>
9. Schumpeter, J.A. (1912), The Theory of Economic Development. [Electronic asset]. Retrieved from: https://books.google.com.ua/books/about/The_Theory_of_Economic_Development.html?id=SyvsLQEACAAJ&redir_esc=y
10. Smith, G. (2009), Democratic innovations: Designing institutions for citizen participation, Cambridge: Cambridge University Press.
11. Legislation of Ukraine. [Electronic asset]. Retrieved from <http://vboabu.org.ua/img/forall/Vidsot.pdf>

Наукове видання

**МАЛЕ ТА СЕРЕДНЄ ПІДПРИЄМНИЦТВО:
ПРОБЛЕМИ І ПЕРСПЕКТИВИ РОЗВИТКУ В УКРАЇНІ**

Матеріали

II Міжнародної науково-практичної конференції

15-16 листопада 2018 р.

Відповідальний за випуск: Кот Л.Л.

Формування та комп'ютерна верстка: Богуславський О.В.

Кафедра підприємництва
Економічний факультет
Київський національний університет імені Тараса Шевченка
м. Київ, вул. Васильківська 90-а