



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ТАРАСА ШЕВЧЕНКА

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СПІЛКА ПІДПРИЄМЦІВ МАЛИХ, СЕРЕДНІХ І ПРИВАТИЗОВАНИХ ПІДПРИЄМСТВ УКРАЇНИ

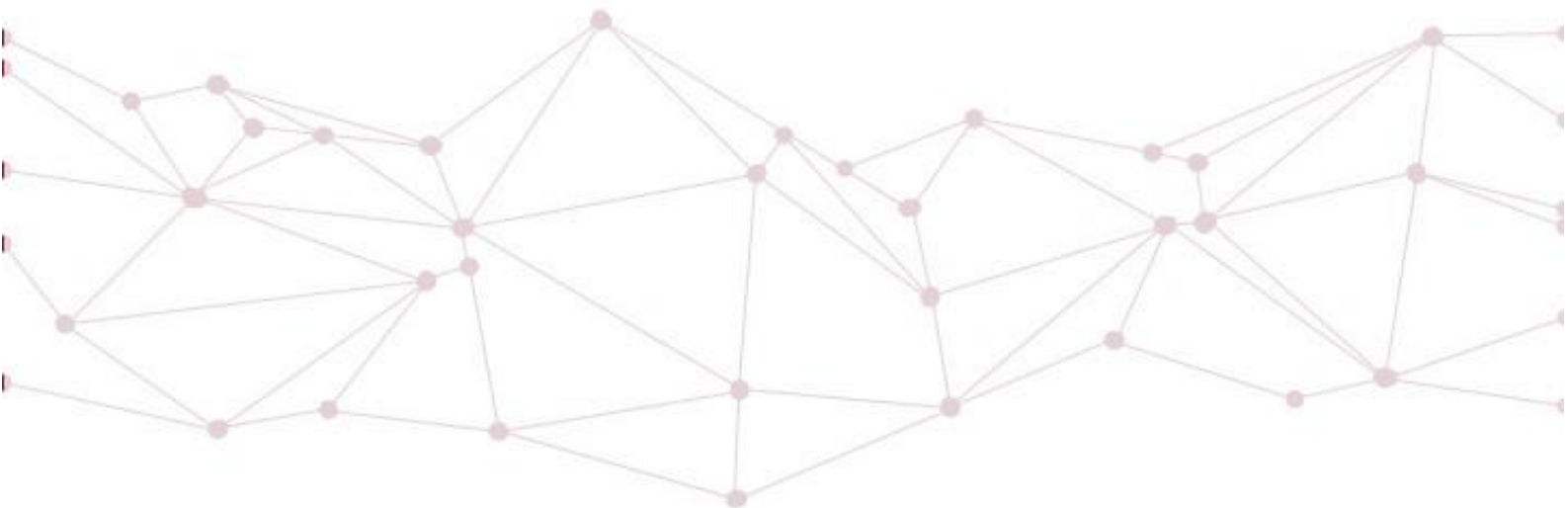
ІНСТИТУТ ДОКТОРА ЯНА-УРБАНА САНДАЛА (Норвегія)

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МАТЕРІАЛИ

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

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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.

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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.

Sandal, Jan-Urban

Fil. Dr. Professor h. c. Owner Rector

Fil. Dr. Jan-U. Sandal Institute

WORLD TENDENCIES OF THE DEVELOPMENT OF SMALL AND MEDIUM SIZE ENTERPRISES

Small and medium size enterprises (SMEs) are, and have been of a significant value all over the world, both for the ease of access to commodities and services and as a base for innovation and thereby the creative destruction and reinforcement and diffusion of democratic values [1].

Following the tracks back to the roots of entrepreneurship, starting with Richard Cantillon [3], postulating that the farmer is the entrepreneur, one can easily assume that the history of modern SMEs has a span of at least three centuries. Well, who is the farmer entrepreneur according to Cantillon? He does not tell us, but according to the law of inheritance at that time, we can assume it is the oldest son. He is justified as an entrepreneur in Cantillon`s argumentation because he combines land and labor in production of agricultural products and he is taking the role as a risk bearer, because the production price comes as fixed prices and his income is regulated based on the selling market price. The farmer entrepreneur is both a producer and businessperson, selling the commodities at the market. Sometimes he makes a profit, and sometimes he makes a loss. Jean-Babtist Say [3] presents a theory of the entrepreneur as the one who unites all means of production and makes an entrepreneurial profit, which belongs to himself. The personal human qualities of the entrepreneur are different from those of the farmer, the laborer and the capitalist, and the entrepreneur has the strength and ability to overcome the obstacles, hindrances and problems of any kind that the situation inflicts on him. Joseph A. Schumpeter [4] has shown us that innovation is the new combinations of land and labor and that entrepreneurial profit emerges from innovation only. Entrepreneurial profit is not a motivating factor, but a proof that the new and hitherto unknown idea was a success.

Young men carry out innovations, because age usually implies conservatism, which is less favorable for the new creations. The circuit flow is characterized by static operations, but the spontaneous breakthrough of innovations alter the patterns and creates a dynamic economy. It is the single individual, the young man, who represents the power of development behind creative destruction [5]. Anyhow, the vast static market of SMEs is also involved in the game, because creativeness will destruct old methods and patterns by forcing SMEs (and of course the whole industry) to adapt to the new dynamic production, but as a consequence of not changing to the new, static SMEs will vanish. SMEs represent a potential for adaptations of innovations and thereby contributing to the diffusion process and the rise of the business cycle [6]. The entrepreneur is a single individual, not a group of people like the board of directors, committees or any other organizational structure and the entrepreneurial profit belongs to the entrepreneur himself and is not an object of dividends [7]. In other words, the entrepreneur is a free individual who has control over the production function and makes judgmental decisions concerning the use of the input factors and his good name and reputation is the only asset that he invests in the process.

SMEs are good for different purposes and over the last two to three decades politicians, governments, NGOs, belief organizations, the educational and university industry, individuals and the feminist movement worldwide have shown great interest in its existence. One of the strongest political competitive areas is finding job to everyone, but when governments fail to do so self-employment is often the only solution they come up with to avoid a rising unemployment rate, which is devastating for any government. Self-employment means start up as a SME and therefor SMEs have caught a great portion of the political interest and agenda in the Western World as in the developing regions. Anyhow, it only serves as an excuse for failed policies and unskilled approach to a market based economic function where political and governmental quick fix have no place neither in the static nor in the dynamic parts of production. Likewise, the educational and university industry has oriented its focus on the startups, entrepreneurial and SME sector for a long time, propagating for new

targeting groups of businesspersons like women, elderly, singles, the poor, alcohol and drug addicted, mentally disposed, underprivileged and immigrants to engage themselves directly on the market as business owners. In parallel, educational programs on high school levels and university degree programs in large quantities run courses, which are a mix of motivation, technical business and economic skills, international exchange and internship activities, all based on political propaganda, quasi science and pure feminism, everything in the purpose of bridging academy to civil life in the name of equality. Governments and institutional interference in the process of innovation cannot create dynamism because they arise from imperfect understanding or competing objectives; mass flourishing, the prosperity on a national scale is created by the processes of innovation, which originate from the people [8]. Equality, which is only one of a vast number of immature fruits of the socialist Marxist political ideology that has been dominating the Scandinavian people (and others) for decades, does not exist on the market, because markets are governed by the laws of economy, which does not apply equal rights. Feminism is an outrage of Marxist propaganda and horror that has domed masculinity not wanted in society from the individual's birth, youth, adulthood and death, schools and universities, business life and in the family. Feminism is a very strong hindrance for democratic development in any society, for personal freedom and personal economic freedom [9]. In Sweden, traditional supporters of the old fashion feminism now turn their backs to it, blaming Swedish feminism of destroying their life potential, happiness as women and bringing devastating conditions for their mature life, childlessness, isolation, reduced pension, and limited personal and economic freedom, a life condemning masculinity. The university industry in Sweden shows that technical education does not attract women at the same scale as education not meant for direct economic care, which underlines the fact that women who is financially well off in Sweden (married, living with spouse, inherently wealthy etc.) do not take higher education for the purpose of getting economically self-sufficient. At the same time, the political propaganda machinery in Sweden tells stories about women entrepreneurship and women SME. In a newsletter from Veckans Affärer [10], the

story of Elina Berglund and her p-app Natural Cycles has been presented, and she is praised as one of two Swedish women (the other one is Helena Samsioe, CEO and founder of Globhe) that recently have been listed on Forbes 50 mightiest tech-women in Europe. There is only one significant drawback, her husband; Raoul Scherwitzl is co-founder of the company, which clearly shows our point, without the man, it is very hard to make a success, practically impossible. There has been a tendency that SMEs have been an arena for different interest over a number of years, interests that have not contributed to the development of the society, neither in economic, nor in democratic meaning. Historically, the role of entrepreneurship has been dedicated to the man for many good reasons. Feminism and the political idea of equality have forced women into the role of management and ownership of SMEs.

The world tendency today makes the pendulum swing back to a more balanced and prosperous position. It seems that Sweden once again is taking the lead. Before the days of Per Albin Hanson, prime minister and founder of “the peoples home”, and the introduction of socialist Marxist ideology in the political system, Sweden was one of the most liberal states in the world, promoting entrepreneurs and SMEs in a great number. The fatal experiences of the equality policy must give way for a democratic and just position for all inhabitants, and thereby abolish the true hindrances for real innovation and entrepreneurship in SMEs. Entrepreneurship based on innovation is a strong force in defeating problems in any society; problems that are manmade, and that cannot find solutions based on political inadequacy. SMEs play a vital role in this process, but only when production is based on innovation. Successful entrepreneurship is a process that takes place on the market based on competition. No political interference can change this fact, be it socialism, feminism, equality or any other ideology. Successful entrepreneurship in SMEs comes from the individual, and governments cannot do the same as people. This should be the lesson to teach and the lesson to learn in the university industry and in political propaganda. The world tendencies of development of small and medium size enterprises today is characterized by the fact that successful entrepreneurs are mainly men.

Letting masculinity come back to its normal position in the society, in politics, in business, in the school system and university industry and in the family, we can once again experience a mass flourishing reality where everyone will be moved forward to a better world based on true democratic values. SMEs play a crucial role in the transformation, but only when innovations are applied.

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Наукове видання

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

Матеріали

II Міжнародної науково-практичної конференції

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