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КАРПІНСЬКА Г.В., канд. екон. наук, БУТЕНКО І.А., аспірант,
*Інститут проблем ринку та економіко-екологічних досліджень
НАН України, м. Одеса*

ПРІОРИТЕТНІ НАПРЯМИ РОЗВИТКУ МАЛОГО БІЗНЕСУ У ХЕРСОНСЬКІЙ ОБЛАСТІ

Анотація. Наведено результати дослідження тенденцій розвитку малого підприємництва в Херсонській області по відношенню до загальних тенденцій розвитку суб'єктів малого бізнесу в Україні, визначено пріоритетні напрями його розвитку в регіоні та запропоновано заходи щодо створення сприятливих умов його діяльності.

Ключові слова: малий бізнес, пріоритетні напрями його розвитку, стан малого підприємництва у Херсонській області.

КАРПИНСКАЯ Г.В., канд. экон. наук, БУТЕНКО И.А., аспирант,
*Институт проблем рынка и экономико-экологических исследований
НАН Украины, г. Одесса*

ПРІОРИТЕТНІ НАПРАВЛЕННЯ РОЗВИТКУ МАЛОГО БІЗНЕСА В ХЕРСОНСЬКІЙ ОБЛАСТІ

Аннотация. Приведены результаты исследования тенденций развития малого предпринимательства в Херсонской области по отношению к общим тенденциям развития малого бизнеса в Украине, определены приоритетные направления его развития в регионе и предложены мероприятия по улучшению условий его деятельности.

Ключевые слова: малый бизнес, приоритетные направления его развития, состояние малого предпринимательства в Херсонской области.

G. KARPINSKAYA, Cand. Econ. Sc., I. BUTENKO, Postgraduate,
*Institute of problems of market and economyko-ecological researches of
NAN of Ukraine, Odessa*

PRIORITY DIRECTIONS OF DEVELOPMENT SMALL BUSINESS OF KHERSON REGION

Abstract. The article contains results research on trends of development of small business in the Kherson region in relation to the general trends small business development in Ukraine,

identified priority areas small business in the region and are suggested measures to improve conditions for its activity.

Key words: small business, priority directions of his development, state of small enterprise in the Kherson region.

Statement of the problem. Formation of small business in Ukraine is in dynamic environments. From the early years of economic reform in Ukraine was the rapid growth of the private sector of the economy, which was accompanied by an increase in the number of small businesses. In 1996, there were 93091 small business, at the end of 2000, there were about Ukraine 200 thousand small companies (current - about half). Just a small business employed about 2.7 million people, representing 9 % of the working population, which produced 11 % total production. However, after the entry into force of the new Tax Code of Ukraine indicators of small business significantly deteriorated. Thus, the number of small businesses by 10 thousand actual population decreased in 2010 compared to 2009, almost 15 % of small businesses, individual entrepreneurs – 32 %. This reduction occurred for the first time since 2006, the number of employees in small businesses in 2010 declined by more than 23 %. In addition, in 2010 and decreased volumes of goods (works, services) of small enterprises in the total sales of goods (works, services) in 2009 - by 15 % compared with 2006 - 25.4 %. As for trends in small business development in the regions of Ukraine, it should be noted that Ukraine is a collection of heterogeneous areas with special characteristics, so the level of small business development in various fields is not the same and largely depends on the characteristics of the economic and natural resources of individual regions and their opportunities in dealing with the national strategic objectives.

Analysis of recent research and publications. Efficient regional development and support of small businesses covered in the works of A. Bootenko, Z.S. Varnaliy, L.I. Vorotin, I.G. Hanechko, O. B. Dgoock, A.A. Kiselyova, N.M. Kolesnik, L.V. Melnick, P.O. Myagkova, S.K. Reverchook, A.A. Shooloos, J.J. Yurchenko and other academic economists. However, the theoretical, methodological and practical issues in the development and maintenance of priority species in the context of small business development in the region is not yet fully explored and developed.

Formulating the article goals. The main objectives of this study are to determine the priority areas of small business (for example, Kherson region) to develop proposals for the creation of favorable conditions for its operation at the regional level.

The main material of the study. Kherson region is exceptionally favorable economic and geographical position. Based on the Black and Azov Seas, the region has the ability to successfully develop fisheries, shipbuilding, port facilities, to focus on the shores of Sea resorts, use mineral and fishery resources of the seas, to produce sea salt, seaweed and so on. Alluvial soils of the Dnieper valleys make it possible to grow vegetable crops and on this basis to focus canneries for preserving fruits and vegetables. Access to the sea makes it possible to successfully communicate with the area surrounding territories of foreign states. In the region of the available resources of various clays, sand and gravel. Also mined peat and marl.

As for trends in small business development in the region in relation to the general trends of small businesses in Ukraine, it should be noted that one of the indicators of development of small business, which is used in the comparative analysis is the number of small businesses by 10 thousand available population. In recent years, the number of small enterprises per 10 thousand actual population in the Kherson region less than the average for Ukraine (70 companies) [1, 2, 3]. In particular, in 2011 the figure was 56 in the region of small businesses (Fig. 1).

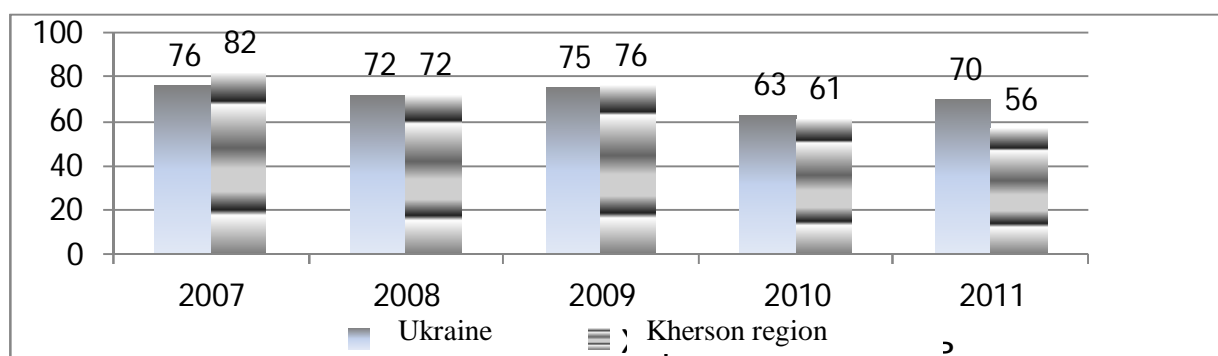


Fig. 1. Number of small enterprises per 10 thousand population, units

Significant social role of small business in the development of the region determines its ability to create jobs. However, in the small business area, as well as in Ukraine, and since 2004 there has been a tendency to reduce the number of employed workers as well as salaried.

The demographic situation in the Kherson region between southern Ukraine remains the most challenging and relatively homogeneous. For the region is characterized by a natural population decline. At present fertility rate (per 1,000 population) is 11.1, mortality - 14.6. Thus natural increase is negative (-3.5). Accordingly, the total number of employees each year decreases.

In 2011, the small business area employed 37.3 % of the total number of workers employed, which is 10.7 % more than the average for Ukraine (26.6 %) [5]. The largest number of workers employed there in the trade and consumer services - 21,073 people (53.4 % of total) in small enterprises in agriculture - 8210 persons (20.8 %) and industry - 6494 persons (16.5 %), construction - (9.3 %). The total number of employees in the same way each year decreases as the number of employees in enterprises of the region (Table 1).

Table 1

**Number of employed and employees
in small enterprises of Kherson region [4, 5]**

The ratio	The year				
	2007	2008	2009	2010	2011
Number of employees at small businesses, individuals	47399	45733	44221	42733	39467
in % of total number of employed workers of all enterprises	35,0	35,6	37,4	38,7	37,3
Number of employees in small businesses, individuals	44611	42583	40520	38833	38052
% of total number of employees of all companies	33,6	34,0	35,3	36,5	36,5

By economic activity is a significant number of employees in small enterprises in agriculture, hunting and forestry - 8089 people, trade, repair of motor vehicles, household appliances and personal use - and 7937 people in the industry - 6395 people. Increased percentage of the total number of employees in small companies, working in hotels and restaurants from 61.7 % in 2010 to 71.7 in 2011, in building (from 65.2% to 69.3 %), agriculture (from 28.9 % to 31.9 %).

Each year, an increase in the wages of employees in small businesses, which is associated primarily with an increase in the statutory minimum wage.

In 2010, the average wage per employee for small business is 1033 UAH and the previous year increased by 16.3 %, in 2011, the average salary was 1213 UAH over last year's figure by 17.4 %. Despite the increase in compensation of employees in small enterprises of the region, the figure is below the average for Ukraine as a whole: in 2010-2011 - by 44,3-50,0 % (Fig. 2).

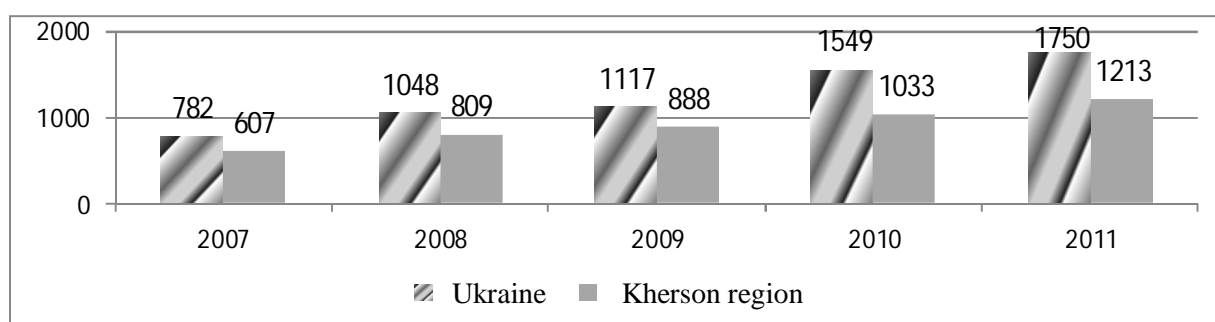


Fig. 2. Average salary of employees in small enterprises of Kherson region, UAH [4, 5]

Small enterprises area in 2011, sold 32.4 % of total sales in the goods (works, services). In Ukraine the average is below 19.3 % and amounted to 13.1 %. In 2011, the volume of small enterprises of goods (works, services) increased, compared to 2010, by 11.5 %.

For contributions to the volumes of goods (works, services) occupy the top spot of the enterprise trade, repair of motor vehicles, household appliances and personal use.

Financial performance of small businesses in 2011, has a negative value - 14.7 million in 2010, the indicator was positive (63.3 million). The share of small enterprises made a profit in 2011, is 66.9 % of the total number of small enterprises increased by 10.0 % over the previous year. The financial results of profitable small business in 2011 amounted to 607.8 million USD.

The loss in 2011 received 33.1 % of small businesses and their overall result amounted to UAH 622.5 million [5]. Top observed in the performance of the small businesses working in agriculture, hunting and forestry. In 2011, 85.4 % of this field made a profit in 2010 -

74.3 % and in 2009 - 64.7 % of all small businesses. Surplus increases their financial results for the last three years, more than 50 %. These companies received in 2011 381.2 million UAH profit, or 62.7 % of the total profits of small businesses all areas.

Over the past three years, each year worse financial performance of small businesses operating in construction, trade, cars and motorcycles, maintenance and repair in the field of transport and communication in the field of real estate, leasing, engineering and grant of services entrepreneurs. In the areas of finance and education, financial performance of small businesses, however, every year improving.

Unlike developed countries, where the fastest growing services for business and innovation, in the top spot continues to trade. Under these conditions, it is necessary to deepen the changes in the sectoral structure of small business and the active support of the State of priority economic activities .

Results of the study of the geographical location and the current state of small business in the Kherson region have allowed to identify priority areas of development (Table 2).

Table 2

**Priority species of small business
in areas of Kherson region**

Priority species of small entrepreneurship	District, Kherson region
1	2
Crop production (cereals and industrial crops, vegetables, fruit production, ornamental horticulture and growing production nurseries)	Berislavskiy; Belozersky; Velykolepetynskyy; Velykooleksandrivsky; Verhnorohachynskyy; Vysokopillya; Henichesk; Golopristansky; Gornostayivka; Ivanivsky; Kahovskij; Nyzhni; Novovorontsovka; Novotroitsky; Skadovsky; Chaplinsky
Livestock (cattle, sheep, goats, horses, pig, poultry, breeding other animals)	Berislavskiy; Belozersky; Velykolepetynskyy; Velykooleksandrivsky; Vysokopillya; Henichesk; Golopristansky; Kalanchatsky; Kahovskij; Nyzhni; Novovorontsovka; Novotroitsky; Skadovsky; Chaplinsky
Fisheries and fish production	Henichesk; Gornostayivka; Novotroitsky

Ending the table 2

1	2
Processing of agricultural products: cereals, vegetables, fruits, meat, milk	Berislavskiy; Belozersky; Velykolepetynskyy; Velykooleksandrivsky; Vysokopillya; Golopristansky; Ivanivsky; Nyzhni; Skadovsky; Chaplinsky
Mining and the production of salt	Henichesk; Golopristansky
Quarrying of sand and clay	Ivanivsky; Kalanchatsky; Nyzhnyosirogozky; Tsyurupynsk
Quarrying of limestone, gypsum and chalk	Velykooleksandrivsky; Golopristansky
Production of modern building materials (foam concrete, paving tile)	Ivanivsky; Kalanchatsky; Nyzhnyosirogozky; Tsyurupynsk
Manufacture of bricks, tiles and construction products, in baked clay	Ivanivsky; Kalanchatsky; Nyzhnyosirogozky
Manufacture of ceramic products than for construction	Ivanivsky; Kalanchatsky; Nyzhnyosirogozky
Construction and renovation of hotels, campgrounds, motels in paragraphs resort area	Berislavskiy; Belozersky; Henichesk; Golopristansky; Gornostayivka; Kalanchatsky; Novovorontsovka; Novotroitsky; Skadovsky; Tsyurupynsk; Chaplinsky
Building infrastructure service along highways	Belozersky; Gornostayivka; Kalanchatsky
Scientific study tourism and recreation and wellness services	Berislavskiy; Belozersky; Henichesk; Golopristansky; Gornostayivka, Kalanchatsky, Novovorontsovka; Novotroitsky; Skadovsky; Tsyurupynsk; Chaplinsky

Focusing just on priority areas and on the basis of the available material, natural and human resources, territorial, regional and local authorities should develop programs to promote small businesses relevant species, the possibility for them to create favorable conditions of work, including:

- Concentration of financial assistance to priority lines of business activity by targeting.
- Raising the level of entrepreneurial activity in rural areas.
- Reorientation of the rural population in the activity in the manufacturing sector by strengthening cooperation between farmers and

enterprises processing business and the food industry to produce safe food products and textiles and the creation of integrated production-integrated systems, specializing in tourism, production of souvenirs and textiles.

- Increased use of existing intellectual and scientific potential of the region to develop business projects for sustainable and eco-saving use of the agricultural potential of the region.

- Increased use of existing intellectual and scientific potential of the region to develop business projects on the use of energy-saving technologies, alternative types and sources of energy, particularly from waste agricultural products.

- Formation of a regional network of institutions that provide support to small businesses in finding potential partners for cooperation.

- Create a database on non-residential assets, construction in progress, production areas and uninstalled equipment.

- Ensuring access of small and medium enterprises to proprietary databases.

- Providing incentives in taxation and rents for priority species of small businesses.

- Streamlining of the Fund to support small businesses in Kherson region, including: a site where to place conditions competition for financial, organizational and other assistance and their results, to develop and publish a methodology for selecting entrepreneurial projects in the competition for support, as well as other necessary for businesses information.

Conclusions. Thus, the paper proposes measures to create favorable conditions for the development of small businesses that will improve the status and level of using the business potential of the region to increase the number of small businesses in the economic structure of the region, promote the growth of small business sector profitability, reduce unemployment, which in turn would help solve key problems of the region - the problem of social justice.

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Reviewer: O. Kryvoruchko, Dr. Econ. Sc., Prof., KNAHU.

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