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## **PROBLEMS AND PROSPECTS OF SMALL BUSINESS DEVELOPMENT**

Through the formation and development of small business, Ukraine is transitioning to the market. This process dates back to Ukraine's independence, but development issues remain unresolved (Hrytsenko et al., 2017, 2021; Horobchenko et al., 2017, 2018, 2020; Voronenko et al., 2015, 2017, 2020, 2021).

The main problem in the development of small business in Ukraine is the reluctance of the state to support it. On the other hand, there are such problems as: extremely high taxes, lack of proper regulatory support for small business development, imperfection of the system of accounting and statistical reporting of small business, limited information and consulting support, imperfection of the system of training and retraining of personnel for entrepreneurial activity, limited or complete lack of material financial resources.

Small businesses in 2020 due to a wave of disease received a new blow that brought business to the brink of survival. To all the problems that were previously added a number of new ones: a sharp drop in incomes, reduction of staff.

This time, the state has started helping small businesses through a number of programs related to obtaining financing, covering certain labour costs and deferring tax payments. Of course, this is an improvement in the attitude of the state to small business, but it is still not enough.

The development of small business is the basis for the stable development of Ukraine's economy and the most effective way to form a competitive market, so the state needs to implement management levers for small business, reform tax legislation, involve small businesses in various economic programs, improve logistics and staffing.

Regarding the prospects for small business development in Ukraine, we can say that they directly depend on the participation and state support of small businesses, namely: first, the state needs to create not a universal support program for small businesses, but a number of programs aimed directly at certain areas, industries and specifics of these businesses. Secondly, it is necessary to introduce tax benefits and provide loans on favorable terms. Third, the government needs to develop and establish a mechanism for effective interaction between the state and individual entrepreneurs, small businesses.

Thus, the state will be able to develop its economy through the development of small business, thereby improving the financial condition of both small businesses and the economy as a whole.

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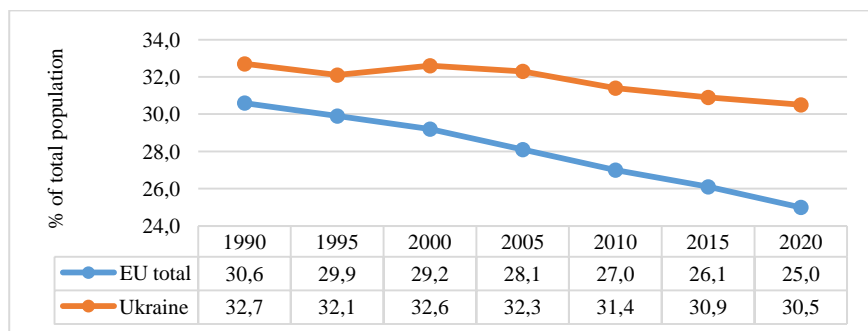
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### **REGULATION OF DEVELOPMENT OF RURAL AREAS: EU AND UKRAINE EXPERIENCE**

Among the 17 Sustainable Development Goals set in 2015 by the UN, the problem of overcoming hunger and combating climate change has a special place. The solution of these problems is possible by increasing attention to the regulation of socio-economic and sustainable development of rural areas. This issue is relevant for all countries, including the EU and Ukraine.

As of 2020, more than 25.0% of the current population of the EU lives in rural areas, in Ukraine – 30.5% (Fig. 1). At the same time, the share of the population in rural areas has been declining over the last 30 years due to the intensification of urbanization processes.



Source calculated according to the data (World Bank, 2021; State Statistics Service of Ukraine, 2021).

**Figure 1. Rural population (% of total population) in EU-27 and Ukraine, 1990-2020**