

FORMATION OF SMALL AND MEDIUM BUSINESS DEVELOPMENT POLICY IN UKRAINE AS AN ELEMENT OF SUSTAINABLE DEVELOPMENT OF THE COUNTRY

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The purpose of this article is to study trends and identify ways to create a more efficient and sustainable development of the small and medium business sector in Ukraine. The statistical processing of information on small and medium enterprises for the period 2015–2019 was chosen as research methods, the dynamics of the number of employees, sales volumes in accordance with business entities were studied. Determinants of changes in statistical indicators in the number of small and medium-sized businesses in the period 2015–2019. A comparative analysis of quantitative indicators of official statistics of countries presented by the Organization for Economic Cooperation shows that the contribution to the economy of small and medium enterprises (SMEs) remains relatively low compared to developed countries and some countries with developing economies. At the same time, it was found that a characteristic feature of SMEs in Ukraine is the small number of micro and small enterprises and low employment in the small business sector. Based on the study of the opinions of international experts, it was concluded that there is currently a huge underutilized potential in the activities of the Ukrainian SME sector. A number of areas have been identified in which further improvement could significantly stimulate the development of SMEs. Namely: targeted and specialized state support for SMEs; development of programs for innovative development, export and investment for SMEs; national campaign to raise awareness of entrepreneurship; optimization of the tax system for official business; support for measures to expand the range of alternative financing for SMEs. Therefore, the object of further research may be the analysis of SME development opportunities depending on the field of operation and the region.

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