



# NORWEGIAN JOURNAL OF DEVELOPMENT OF THE INTERNATIONAL SCIENCE

№63/2021

**Norwegian Journal of development of the International Science**

ISSN 3453-9875

VOL.1

It was established in November 2016 with support from the Norwegian Academy of Science.

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Norwegian Journal of development of the International Science

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of life activity, i.e. which correspond to their inclinations — such a transformation is closely connected with the development of commerce” [5, p. 53-54].

The initial course of economic reforms is focused on ensuring the interests of a small minority - a group of owners, oligarchs, a certain part of the officials; stratification of society, bringing to the social polarization; the structure of social production subordinated to the interests of the minority; a sharp decline in the population, its physical and spiritual degradation, the economization of all social life, the unprecedented scale of crime, the clear dominance of disintegration over integration, unjustified openness in favor of other states and international organizations.

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### CONCEPTUALIZATION OF THE PRINCIPLES OF ORGANIZATIONAL AND ECONOMIC SOCIALIZATION OF ENTREPRENEURSHIP

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#### Abstract

The development of entrepreneurship in the market system is associated with the implementation of economic and social statuses, in which structural changes occur and ensure the efficiency of management. At the same time, entrepreneurship is an economic system that is socialized through the mechanisms of penetration into various spheres of society for the realization of economic (profit) and social (satisfaction of social motivations) goals. It is also correct to emphasize that entrepreneurship is a certain system of values and symbols that are organized in the process of their organizational and economic assimilation in the process of creation and functioning of business entities. This type of economy is also called mixed in which the state and market agents, in particular business entities, interact, building a balanced society based on sustainable development.

**Keywords:** socialization, entrepreneurship, social entrepreneurship, conceptualization, social economy, inclusive development, social function.

At the economic level, the socialization of entrepreneurship means the participation of employees in management, capital formation, profit distribution - this is a significant motivational aspect of the organization. All of the above characterizes the socially oriented structure of the economy and entrepreneurship.

From the beginning of theoretical and methodological identification and practical proceedings, entrepreneurship is the object of increased scientific interest. Starting with the assessments of the basics of entrepreneurial management and ending with the established concepts of understanding this phenomenon, science has been enriched by developments and conclusions: in matters of general definition and knowledge of the economic nature of entrepreneurship; in the issue of social-

ization of entrepreneurship as a form of creative mechanism for effective management; in revealing the special structural and functional specifics of organizational, economic and social significance of this issue at the sectoral level, which should be directly attributed to the problems of socialization or expansion of market enterprises with their results to meet social and individual needs, etc.

Social aspects of the understanding of entrepreneurship at first did not find a consistent understanding among the representatives of classical economics, but the priority of socialization of entrepreneurial activity was noted in sociology. In particular, thanks to the work of M. Weber [3] spread the idea of interdisciplinary knowledge of entrepreneurship - a combination of not

only economic ideology but also social, which in practice can mean organizational and economic socialization of management. The priority of such a construction of the study of the problem is obvious, because "economy and society" [3] inextricably interact, create and operate enterprises of different types of organizations, and created in them goods-services - mediated by competition socialized by consumption.

Research on the problem of entrepreneurship is interdisciplinary, because it is carried out within the methodology of economic and sociological science. We believe that the social context of cognition is methodically formed by definitions of the concept of socialization [23, p. 337] and categories of social capital [27] as an embodiment of the qualities of social coordination of the subjects of social and labor relations in the market system, as well as the organizational structures formed by them. Also "socialization - the process of formation and development of the individual, the acquisition of social norms, traditions, values, skills, abilities" [23, p. 337]. It affects the formation of an individual's entrepreneurial abilities, competitive thinking, desire for innovation; occurs in the process of social interaction [23, p. 57], because enterprises as organizations are an active form of social interaction of people to achieve goals, ensure profit.

The ideas of economic and organizational-economic socialization of entrepreneurship are also considered through the prism of: the formation of national wealth - E. Kharitonov and E. Krylov [25]; creation of social business economy - M. Yunus [29, p. 25 - 39]; social foundations of cooperation, including agricultural activities - S. Borodaevsky, V. Zinovchuk [10], M. Malik; organizational and functional characteristics of social entrepreneurship, formation of social capital, social responsibility - D. Bornstein, Z. Galushka, J. Coleman, O. Shpykulyak, G. Kaletnik [11]; transformational dynamics of economic development and rural (agricultural) sector, the formation of forms of management: Yu. Lupenko, P. Sabluk, V. Mesel-Veselyak, M. Sychevsky.

The genetic basis of the intellectual formation of the principles of economic socialization of entrepreneurship, formed in the historical process of economic and social significance are: the philosophical theory of social contract, the principles of social contract, which underlie the initial interpretation of the market idea.

However, first and foremost, the social contract, which we consider as a precursor to the entrepreneurial model, was recognized as a socio-political factor in the consolidation of people for coexistence. The presence of a social contract as a coordinated model of behavior of participants in the entrepreneurial process, the market, meets the criteria, principles of economic socialization of entrepreneurship and gradually contributes to its transformation from a purely eco-

nomically to a social form of management. Therefore, entrepreneurship is formed within the framework of the new statuses of the social contract, the social contract, which provides for the dominance of the factor of social significance of management over economic (capitalist). This normalizes the status of the enterprise as an economically socialized organization, which using the classic business tradition of management achieves profitability. But not for traditional enrichment, but to direct profits to solve socially significant problems. That is, the principle of "profit for social gain" applies, not "profit for profit".

In the models of economically socialized entrepreneurship there is a principle that can be compared with the security aspects of social agreement in society: "The social contract considers the formation of society as a win-win game (everyone" wins "security and civil peace), and relations between different states (you can only win what others lose)" [19, p. 7]. In our case, they are economically socialized in terms of organizational status and functional direction of the enterprise, and the participants of these enterprises are entities that are interested in creating goods that provide solutions to socially significant problems.

The functional characteristics of economic socialization are determined by the nature of its mission - to meet the needs of society not only on a non-profit, volunteer basis, but also on the basis of innovation. Solving such problems, the level of achievement of this sector of entrepreneurial activity becomes the basis for the formation of the social economy. This model in theory qualifies according to a set of definitions that form scientific knowledge about the social economy (Table 1).

The problems of modern business development are relevant due to the multidimensionality of socio-economic processes. With the transition to higher levels of development, increasing material well-being, the processes of socialization of organizational and economic structures deepen.

The social principle in the organization, economics of functioning, development of entrepreneurship is recognized as dynamic, in particular for the implementation of the principles of sustainable development. The introduction of the social principle in the system of entrepreneurship in Ukraine in the modern conditions of rural management, ie socialization, requires a scientific assessment.

Also, on the one hand, in general, the issue of socialization should be considered important, and on the other - more than relevant in terms of a set of socio-economic problems in the Ukrainian countryside.

Thus, considering the problem, we distinguish it into general economic context (general principles of socialization) and sectoral or sectoral (socialization is specified in relation to the conditions of rural development).

Table 1. Definition of the concept of "social economy" in the formation of criteria and signs of economic socialization of entrepreneurship \*

<b>Theoretical and methodological aspects of determining the economic socialization of entrepreneurship</b>	
The meaning of the definition "Social economy"	Signs of methodological principles and functional characteristics of the concept of "social entrepreneurship"
"Social economy is a system of socio-economic relations based on a variety of forms of ownership, freedom of enterprise, healthy competition in a strong social policy that ensures a decent standard of living and guarantees social protection based on a high level of economic development" [24]	Social protection of the population, favorable social policy of the state in terms of supporting socially efficient business, socially oriented actions of the entrepreneur
"Social economy is a set of socio-economic relations between people that arise in the process of production, distribution, exchange and consumption of material goods and services with limited resources" [22]	Innovative nature of activity
"Social economy is an economy that harmoniously meets the reasonable material and spiritual needs of the vast majority of the population" [1]	Meeting the spiritual needs of the population

\* *Systematized and generalized by the author on the basis of literary sources: [1; 22; 317]*

Social aspects of entrepreneurship at first did not find a conciliatory understanding among the representatives of classical economics, but the priority of socialization of entrepreneurship was noted in sociology, which is reflected in economic theories due to the penetration of social effects in economic practice.

In particular, thanks to the work of M. Weber [3] spread the idea of interdisciplinary knowledge of entrepreneurship - a combination of not only economic ideology but also social, which in practice can mean organizational and economic socialization of management. The priority of such a construction of the study of the problem is obvious, because "economy and society" [3] inextricably interact, create and operate enterprises of different types of organizations, and created in them goods-services through competition socialized by consumption.

In the process of economic activity there is a mediation of the social result by economic, which in turn can be assessed as a social action. Thus it is a question of economic behavior of the businessman who creating economic, organizing its activity and delivering the goods (services) to the market - carries out process of organizational and economic socialization of business. The general definition of the principles of organizational and economic socialization follows from the concepts of entrepreneurship.

The socialization of entrepreneurship should be divided into: economic (formation and development of entrepreneurship as a phenomenon, process, system that ensures the formation of the welfare of nations); organizational and economic (organization, distribution and operation of the enterprise); socially responsible (charity, creation of social enterprises).

Changes in the structure of enterprises, production specialization and market conditions have formed a model of entrepreneurial management, in which employment (by number of employees) is systematically reduced. To analyze the current state of socialization of enterprises, we take into account a number of organizational and economic factors: we consider socialization in particular through the aspect of employment, job creation, labor productivity, and so on. Note

that currently agricultural enterprises remain one of the main economic entities influencing the sustainable development of rural areas, so an important aspect of research should be the projection of the social component of enterprises not only to ensure the individual interests of stakeholders, but also to ensure the welfare of social aggregations. higher order, in particular, territorial communities of locations where economic activity of entrepreneurs is carried out. Thus, modern enterprises acquire the status of a full-fledged partner in the triumvirate of individual-enterprise-public authorities (local self-government) in ensuring the sustainable development of social groups at all levels of aggregation.

The theoretical model of organizational and economic socialization of entrepreneurship is the creative spread of the concept of understanding this phenomenon over the centuries (Fig. 1), as well as the spread of economic practices to achieve economic and social results.

Related to the issue of economic socialization of entrepreneurship, the achievements of classical and modern modern economic thought are extremely extensive, because entrepreneurship has penetrated into all spheres of human life.

The classical concept of socialization of economic activity was introduced in the works of R. Owen [17] and A. Smith [21]. R. Owen urgently emphasized the need for socially oriented economic development through the spread of cooperation [17]. A. Smith [21] considered the problem of social in economic processes to improve the welfare of the employee by creating comfortable working conditions.

Already at that time he understood the importance of the social factor in the economic process. In our view, the socialization of entrepreneurship in the countryside A. Smith [21] considered through aspects of exchange, because he argued that: "in every developed society, the main trade takes place between urban and rural residents" [21, p. 291] (exchange - derived from economic activity, which means the company enters the market.

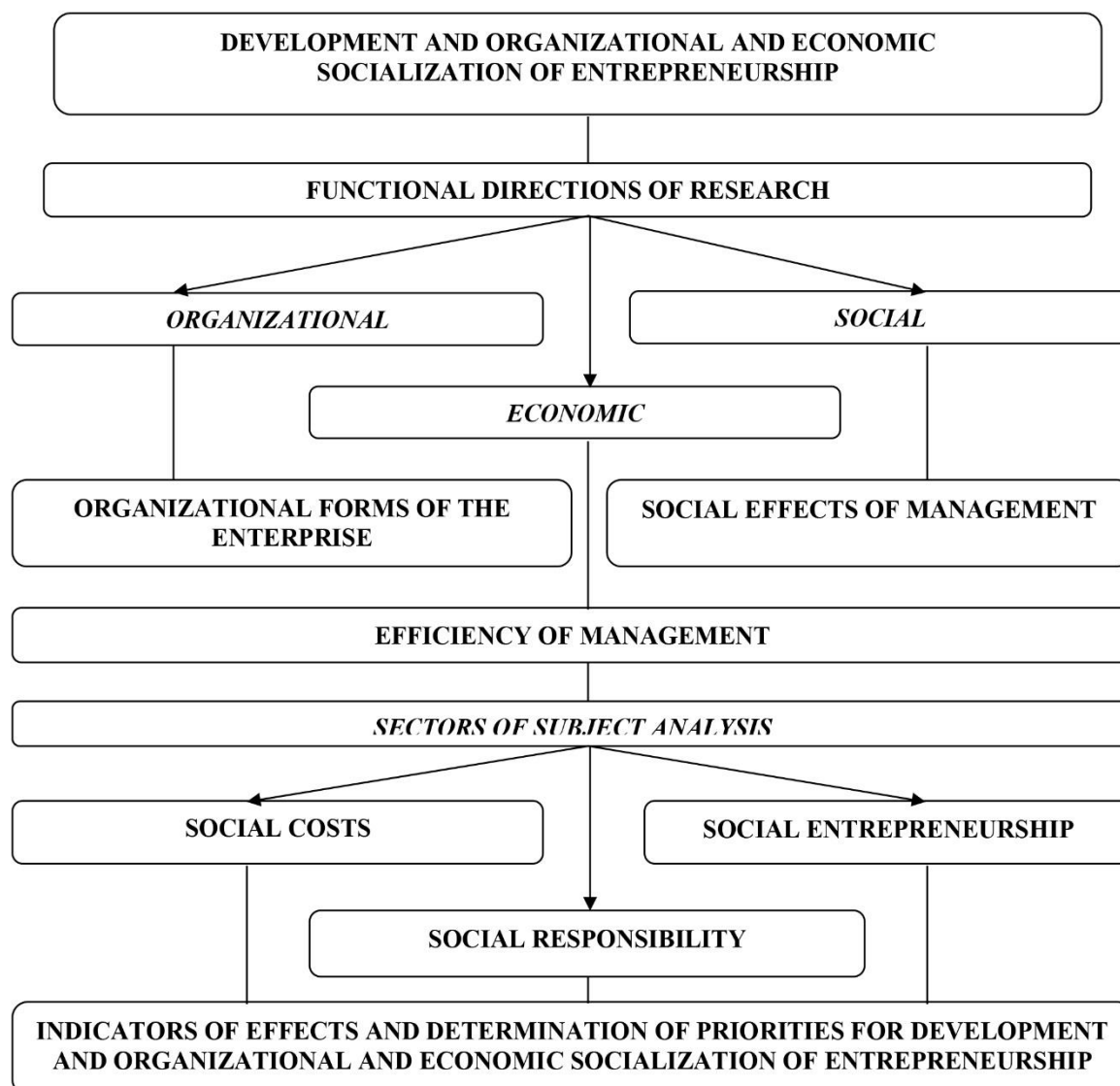


Fig. 1. Logical scheme of conceptualization of development and organizational and economic socialization of entrepreneurship in the economy and in the countryside \*

\* Suggested by the author

Entering the market, the farmer falls into the conditions of socio-economic relations - this is clearly proved by A. Smith [21], ie it can be argued that agricultural products created for sale on the market are the primary factor in the socialization of entrepreneurship in rural areas. Thus, already at the stage of the emergence of capitalism, scientists expressed their views on the socialization of entrepreneurship by substantiating the principles of performing the classical functions of meeting the needs of society in goods and services.

In process of satisfaction of economic interests of a society, development of the corresponding scientific and methodical base, brightly expressed concepts of socialization of managing, business, labor relations have appeared. M. Weber is a pronounced representative of the socio-psychological direction of cognition of the problem [3]. He, in contrast to A. Smith [21] and his followers, considered the "spirit of capitalism" through the social significance of relations between people involved in the production, economic process, ie interact with each other in economic exchange [3]. M. Weber

[3] as a sociologist in the economic evaluation of economic, and hence entrepreneurial processes saw the social principle, and human effort identified the main factor of profitability, profitability [3, p. 28 - 29]. That is, we are talking about socialization in the economic application of "personal efforts to make a profit..." [3, p. 29]. This is the relationship between social (manworker) and economic (entrepreneurial result), and therefore reveals the result of socialization.

Max Weber [3] identified the basic aspects of socialization of management, noting that: "management itself should not be a social action" [3, p. 65]. That is, he interpreted socialization as a process, the primary basis of which is material interaction to create economic goods, which according to the results of the exchange is transformed into social. Despite his unconditional commitment to the social concept of understanding economic relations, M. Weber [3] noted the socialization of entrepreneurship on economic grounds, ie recognized the economic principle as the basis for the formation of social.

The development of productive forces and production relations is due to entrepreneurship, which with the growth of the welfare of the population is actively socialized, thus giving people access to more goods, or also providing more benefits to people. In a sense, this is the socialization of entrepreneurship. However, the theory of entrepreneurship is diverse, and the role of social effect in economic activity is interpreted differently. It is known that J. Schumpeter [28] as the founder of scientific knowledge about the peculiarities of the functioning of entrepreneurial activity in the first place put the economic, innovative principle, and considered the social secondary. At the heart of J. Schumpeter's concept of entrepreneurship [28] is the conclusion that an entrepreneur is a person who invests capital in production, other activities, operates in conditions of risk and seeks to make a profit through innovation. That is, in the foreground are economic motives, and the social effect is a derivative formed by the level of satisfaction of needs with the goods sold or services provided. His works did not include aspects of social responsibility of business, philanthropy, which in a certain perspective, A. Smith [21]. Therefore, we can conclude that in the classical sense, entrepreneurship does not involve broad socialization, but only mainly to make a profit for their own enrichment.

Relevant in science and public life at one time were the ideas of socialization of entrepreneurship by eliminating the lever of competition. These ideas were spread as a concept of extreme socialization of the economy, based on social equality in income, abilities and lack of competition in the market. The ideologues of the concept of extreme socialization of the economy, management were K. Marx and F. Engels [15], but practice has shown that the progressive development of socio-economic systems, productivity growth can be achieved only on a competitive basis.

The priority in the highly developed world is the idea of socialization of entrepreneurship on the basis of socially responsible management. Priority is given to the theory of sustainable development, which provides for the inclusiveness of entrepreneurship, resource efficiency, taking into account the adequacy of growth limits, social entrepreneurship and more. These are the most relevant to the socialization of entrepreneurship concepts of generalized understanding of this process, particularly in rural areas.

From these positions, the ideology of economic socialization of entrepreneurship, its fundamental cognitive part, built in studies presented in the works of such contemporaries as: J. Norberg [18] (revealed the problems of humanity, socialized by solving problems of competitive equal access to material, spiritual goods in modern world); T. Garford [5] (considered the historical aspects of socio-economic changes in the world through inventions); A. Sheptytsky [14] (ideological basis for assessing the harmony between economic and social factors of management); Don. Meadows, J. Randers and Dan. Meadows [16] (the concept of the limits of economic growth with the provision of sustainable development, taking into account the socialization of results); Wumek James and Jones Daniel [4] (disclosing the principles of lean production at the level

of economic entities to ensure their economic and social efficiency); M. Yunus [29] (theory and practice of social entrepreneurship to overcome poverty, hunger, ensuring wider access of the population to the mechanisms of life needs).

Applied aspects of economic socialization of entrepreneurship, taking into account the rural sector - the production and social component, highlighted in the work of H. Bergman [2], who considered the sociological problems of socialization of management depending on the organizational set of individuals, relationships between them (family farm, classic business organizations - society, cooperative, association) .O. Kharitonova and O. Krylova [25] quite rightly consider the socialization of entrepreneurship as a continuous, evolutionary, inevitable process, which means "that the interaction and interpenetration of enterprise and society expands at each higher stage of civilization" [25], which means the evolutionary process of increasing social responsibility of entrepreneurs symmetrically to the growth of income from business operations. The vision of these authors is based on the belief in the correlation between the economic well-being of society, the wealth of the entrepreneur and the socialization of entrepreneurship with the effect of increasing social responsibility. G. Kosharna [12] revealed the civilizational aspect of the socialization of entrepreneurship with coverage of the economic, environmental, patronage component, ie considered the problem extremely broadly, commenting on its importance.

In practice, there are industry specifics of entrepreneurship. Scholars believe that: "the social significance of entrepreneurship as a generator of rural development is due to the ability of its subjects to form, accumulate and activate material and financial sources of human needs" [20, p. 20]; In the contours of the market, entrepreneurship has long emerged not only as an economic phenomenon, it is fully socialized in a man-made system of socio-economic progress - imitates the global context, because only through entrepreneurship society acquires the "status" of productivity "[27, p. 9].

We associate social entrepreneurship with the social economy, which is implemented by a socially oriented state - one of the inventions, things that changed the world [7]. "At the heart of any welfare state - the main responsibility for ensuring that people do not starve on the streets, should not lie with the family, charities or private insurance companies, and the government" [5, p. 58]. This aspect of the social economy means the distribution of available social resources by the state; in the case of assessments of the principles of development of social entrepreneurship, the situation is somewhat different - it involves earning money and systematic social work of participants in the entrepreneurial process.

Socio-economic principles of rural development should be considered in the focus of the features of rural development, which, for example, in agricultural production is closely related to the factor of natural origin. For example, agricultural enterprises, and if we look more broadly - agricultural producers - are involved both in direct economic activity in agricultural produc-

tion and in the processes of socio-economic development of rural areas. That is, they play a very important socio-economic role as the employment sector, creating an additional product, performing the functions of protection and preservation of the rural environment and so on. Thus, they are embedded in the socio-economic model of life and management in the countryside as a productive force, social agents, bearers of social function [8, p. 15].

Revealing some aspects of research and publications, we note the sectoral priorities of the problem of socialization of economic activity, social entrepreneurship within the rural conservation model. M. Yunus [29] proposed a creative concept of social entrepreneurship, including the rural sector, in terms of revealing the principles of "how to overcome poverty, unemployment and environmental pollution" [29]. His teachings are aimed at developing practical recommendations to support the development of social entrepreneurship as a creative form of market socialization of business by the criterion of maximizing access of the poor to the benefits of life. According to his definition, social entrepreneurship or business is "a company that does not bring dividends, the purpose of which is to solve human problems" [29, p. 33], this is socialization and rural conservation.

The criterion of social responsibility is revealed in the implementation of the principles of socialization of entrepreneurship. Socially responsible business is important in solving the problems of rural conservation. This is a real opportunity to develop rural areas on the basis of sustainable development. Given that the concept of sustainable development is a "new socio-economic paradigm", domestic scholars propose nationally adaptive concepts of village conservation. In particular, V. Zhuk [9] notes that: "people who are engaged in entrepreneurship and live in the village are the most proactive part of it. They must have the greatest respect, because they create added value for the village. Because of employment, because of the capitalization of their economy. It is important for such people to understand the relationship of their well-being with the well-being of other villagers" [9, p. 38 - 39]. However, in our opinion, the problem needs further study, deepening of the theoretical foundations of understanding the organizational, economic, social factors of rural development. We consider the socialization of entrepreneurship to be considered in the context of social entrepreneurship as an innovative way to solve problems in the Ukrainian countryside.

Deepening the theoretical foundations of the essence of social entrepreneurship requires a multifaceted approach to its qualification, in particular the functional characteristics of the manifestation, implementation in the activities of market participants. We believe that in accordance with the recognized by science, described by us in the previous section of the theoretical provisions of social entrepreneurship, there is an opportunity to disclose specific methodological aspects of the issue. Relevant theoretical provisions for determining the content of social entrepreneurship confirm the need for such research work. We declare the methodological ex-

pediency, as well as the ability to determine the importance of social entrepreneurship in the social package of funds to help meet critical needs for society.

The long socialization of business, which has been going on for many centuries, has ensured the transformation of classical entrepreneurship into a socially oriented one, and at the same time structures of an exclusively social nature have emerged. That is, in our time there is a real opportunity to allocate in a separate area, a set of subjects of social entrepreneurship. The expediency of such a step is that these actors are directly involved in the socialization of the economic system, enabling society to move towards a model of sustainable development.

Deepening the methodological aspects of determining the functional characteristics of social entrepreneurship, we associate this status of market participants with the socialization of economic systems. By definition, these are: "... gradual evolutionary filling of meta-systems, subsystems and elements of the economic system of capitalism with socialist content; covers the most important elements of the economic system: productive forces, technical and economic relations (and in their combination - the technological method of production), economic property relations (and in their combination with the productive forces - the organizational method of production), economic relations (organic integrity of technical and economic, organizational and economic and economic property relations, which in combination with the development of productive forces forms an economic mode of production) and economic mechanism" [7, p. 333]. That is, social entrepreneurship can be considered a product of such socialization. It becomes directly dependent on the level of welfare of society, the stage of state building, the model of economic organization.

We methodically distinguish the concept of "social activity of the enterprise" and "activity of the social enterprise" as different categories of characteristics of functions, tasks of entrepreneurship as a socio-economic phenomenon. The main methodological differences between these concepts are that classical (economic or industrial entrepreneurship) aims to make a profit, and social - the achievement of an event to solve a socially significant problem.

About it, as we noted in previous publications, their organizational structure also has the characteristic features inherent in each of types of these types of business structures. Commercial enterprises cover in the process of functioning a wide range of activities, among which social occupies only a certain share, which changes in accordance with current social transformations [6]. Social enterprises, as a rule, are specialized organizational structures that concentrate their efforts on performing functions to meet social needs, which for them is the main statutory activity [6, p. 8].

The common denominator in the activities of both types of enterprises is entrepreneurship, the ability to take risks for the result, the ability to innovate to ensure competitiveness in the market - to obtain, respectively, economic and (or) social benefits. The process of entrepreneurship takes place according to the classical for-



mula in both cases, but in the assessments of effectiveness, efficiency, competitiveness there are methodological differences related to the target function.

Basic constructions of the definition of methodical identification of functional characteristics of socialization of entrepreneurship, but derived from the statuses of classical entrepreneurship. Let's show their structure schematically - fig. 2.

Thus, for example, the method of determining the effectiveness of the development of social entrepreneurship and the functioning of the social enterprise will differ in terms of content. This is also one of the evaluative aspects of determining the difference between a social enterprise and the social functions of a classical production enterprise. Because managing, producing goods and providing services, the company performs a social function a priori, because it is aimed

at meeting the functions of the individual - the consumer, which forms the demand. The social enterprise assumes social functions, carrying out the corresponding mission - to it the business status obliges.

Forming a preliminary result, we highlight the features that allow us to identify social entrepreneurship as a function, as well as as an independent field of activity. Among these signs: social orientation of action; performance of creative (innovative) socially significant roles to ensure the solution of problems of insolvent subjects and problems of general social importance; the development of industries and spheres of economic activity that are of general social importance, their presence contributes to sustainable development; non-profit status of social entrepreneurship; use of social innovations.

<b>Entrepreneurship</b> - economic activity in a certain field, risk-related industry, based on innovation and aimed at profit	
<i>Definitions of signs of "sociality" of entrepreneurship and enterprise</i>	
<b>social activity of the enterprise</b> - activity which includes measures of social character which are carried out by the businessman for the purpose of improvement of social and household service of the population of the territory, creation of comfortable working conditions of the personnel, the organization of rest, financing of any social projects at the expense of own incomes.	<b>social costs</b> - production costs of a social nature, which are included in the cost of production, and in their size affect the standard of living and social security of workers.
<b>social function of the enterprise</b> - the production of goods and services, carried out as an objective need to create products to meet living standards.	<b>social efficiency of management</b> - the quality of activities and costs that cost the satisfaction of social living standards of employees and their families, in particular the level of wages, the amount of costs for social activities.
<b>social responsibility</b> of the enterprise is a productive feature of its activity, which consists in the desire (or vice versa - unwillingness) of the entrepreneur, under certain conditions and available opportunities, to support (not support) the implementation of social projects.	<b>social efficiency of the enterprise</b> - the effectiveness of the enterprise's performance of its direct statutory functions, ie the quality of activities, which naturally in the final case is reoriented from the production to the social component.
<b>enterprise of social specialization (provision of social services)</b> - a business entity that provides social services of various kinds to consumers	
<b>Social entrepreneurship</b> is the highest form of entrepreneurial activity, in which material benefit is not an end in itself, but an intermediary, providing element.	
<b>Social enterprise</b> - the structure of the statutory organizational form, which fulfills the mission of social entrepreneurship	

Fig. 2. Methodical ratio of definitions of disclosure of the content of functional characteristics of socialization of business \*

\* Developed by the author on the basis of research

Let's define differences in the purposes and significance, and also motivations of development of both categories of the enterprises, businessmen concerning performance of functions of socialization of business. This allows us to determine the approach to how we can clearly distinguish between social functions (roles) of entrepreneurship and the direct functions of social entrepreneurship (Fig. 3).

Motivations are different, although sometimes intersecting, but the purpose of social entrepreneurship measures for these categories of enterprises is different. In practice, social entrepreneurship is usually referred to as a non-productive sphere, although there are also production models of social enterprises that embody business, reinvesting income in the creation of social benefits, solving social problems.

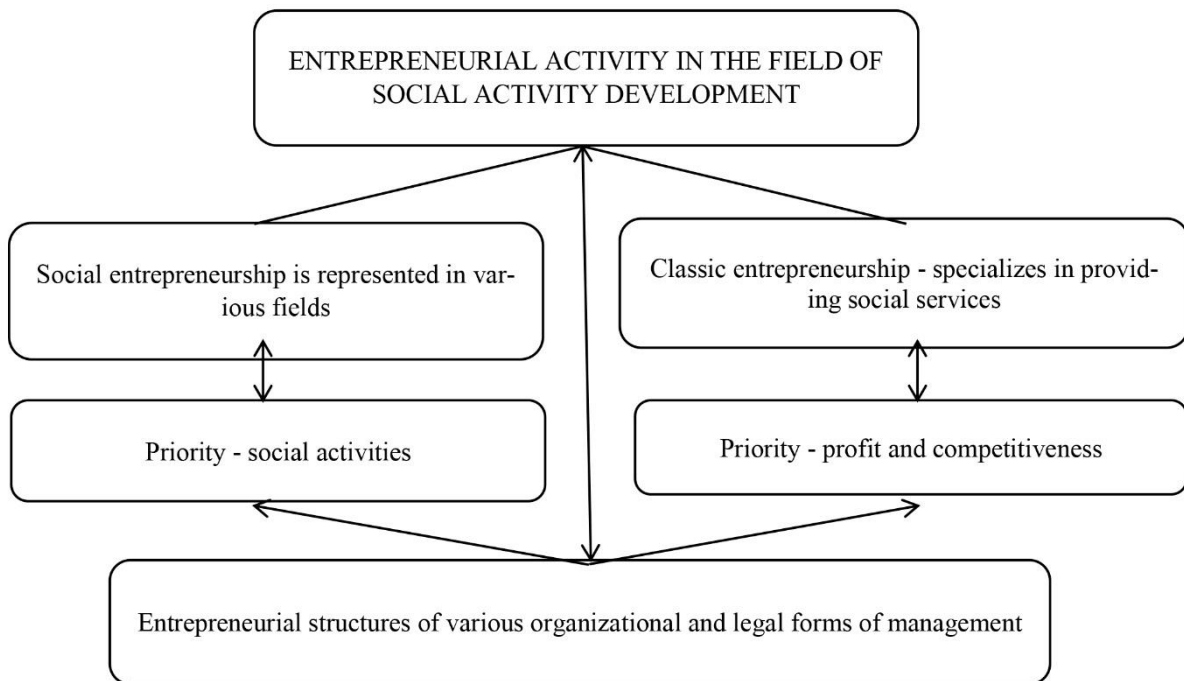


Fig. 3. The functional role of socialization of entrepreneurship in the economy and society\*

\* Defined by the author on the basis of methodical generalizations

In other words, social entrepreneurship is the practice of creating and applying innovations to provide conditions for improving the lives of people on earth, meeting their needs, especially those who are unable to do so through their direct work. The decisive motive of a social entrepreneur is the achievement of social utility, ensuring the effective development of the social economy to promote a decent standard of living, attracting incapable members of society to productive work, participation in social processes. Social entrepreneurs are the most pragmatic innovators, because even the very idea of carrying out a social function, to show the sacrifice of income for the benefit of others - this is no longer an innovation, but its correct, rational implementation. However, social entrepreneurship should not be confused with social responsibility, social activity of the enterprise.

Social entrepreneurship is a function that, in our opinion, in some respects can be identified with the social activities of enterprises of classical understanding. For example, functionally, the creative social services currently provided by agricultural enterprises - tenants of land plots - can be attributed to the priorities of social entrepreneurship. In other words, the use of social innovations by classical enterprises is a manifestation of social entrepreneurship, including to increase staff motivation to work. That is, in the development of entrepreneurial activity, depending on its results, the function of social responsibility is manifested. For a manufacturing enterprise, social responsibility is formed in the system of social and labor relations.

Conceptual is the conclusion that: corporate social responsibility is one of the leading concepts in the interpretation of the main purpose of enterprises, especially large firms and companies [7, p. 338]. According to this concept, the maximum appropriation of profits

ceases to be the main goal of the enterprise, and the decisive factor is the satisfaction of social needs and interests of all segments of the population [7, p. 338]. Therefore, we believe that social entrepreneurship is a direct activity of social organizations (enterprises), as well as in the social function of manufacturing enterprises, but specifically within the criteria of understanding social business, ie certain areas can be considered as such. For example, the activities of a manufacturing enterprise to finance social projects, the implementation of social investments, which is motivated and based on the results obtained from production activities, and so on.

It is necessary to methodically distinguish between the concept of social function of entrepreneurship and the function of social entrepreneurship. The social function of entrepreneurship, enterprises is realized through meeting the needs of consumers with manufactured goods and services. The purpose of the entrepreneur at the same time - to make a profit, to accumulate material wealth. The functions of social entrepreneurship correspond to the direction of activity, role statutory characteristics of social activities.

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