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REGIONAL PROGRAMMES OF SMALL ENTERPRISE DEVELOPMENT AS AN INSTRUMENT OF PUBLIC ADMINISTRATION

Problem setting Small business plays an important role in the socio-economic development of both a country and a region, district, town as a leading sector of the market economy, providing saturation of the market in goods and services, promotes healthy competition, satisfaction of consumer demand and job creation. This small business is fundamental in the formation of the middle class in Ukraine which is unfortunately not formed yet. Government regional development programs of small businesses contribute to the fullest coordination of territorial and sectoral interests and create real conditions for convergence and leveling production and consumption in all regions.

Recent research and publications analysis Researchers of the problems of modernization of the national economy pay attention to the research of the factors influencing the formation and implementation of regional development programs and functioning of small businesses. An important contribution to the scientific study of these problems was made in works of B. Adamov, O. Amoshi, L. Antoniuk, H. Atamanchuk, Yu. Bazhal, P. Brown, B. Vakulenko, Z. Varnalii, S., L. Vorotin, V. Heits, B. Hohvud, M. Dolishnii, O. Valevskyi, O. Kiliievych, S. Kirieiev, M. Krupka, D. Liapin, O. Obolenskyi, L. Osetskyi, L. Pala, O. Piskunov, N. Poltorak, V. Rebkalo, V. Romanov, V. Savchuk, J. Sullivan, V. Tertychka, O. Fedirko, M. Chumachenko, L. Shevchuk, J. Schumpeter.

Paper objective The purpose of scientific research is the need for a theoretical justification for improving regional business development programs under global change. Consideration of regional perspective and priorities of small business operation will help to improve socio-economic indicators at all levels, which will enable Ukraine to become a full, competitive member of the European and world market.

Paper main body One of the strategic objectives set in the State Strategy for Regional Development of Ukraine till 2015 is the increase of regional competitiveness and strengthening of their resource potential. Support to small and medium businesses is among the tasks scheduled for execution of this goal.

Conclusions The first priority task in Ukraine should be state support and promotion of entrepreneurship and youth activities (in particular by establishing youth business centers, business incubators, provision of information and advice, long-term preferential loans, preferential payment for registration; industrial premises, insurance of commercial risk).