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**FEATURES OF THE FORMATION OF THE COMPONENTS OF THE MECHANISM
OF STATE-PARTNER INTERACTION OF SUSTAINABLE ENTREPRENEURSHIP**

The article substantiates the relevance and timeliness of the issues regarding the features of the formation of mechanisms of state-private interaction of sustainable entrepreneurship. It is determined that in the conditions of the restoration of Ukraine after the large-scale destruction caused by the war, the issue of resource mobilization becomes particularly relevant for the sustainable development of entrepreneurship. State-private interaction is presented as a key process of existing management mechanisms capable of ensuring the attraction of investments, modernization of infrastructure and improvement of the quality of public services of sustainable entrepreneurship. Analysis of the state of state-private interaction of sustainable entrepreneurship in the national economy made it possible to find out that the elements that make up the mechanism should organically fit into the market system in order to ensure the growth of the efficiency of farms while complying with environmental restrictions, requirements and the creation of a favorable, safe sustainable environment. The formation of public-private interaction of sustainable entrepreneurship according to the scenario approach is based on the orientation of business activities to meet demand within the framework of the interregional division of labor, characterized by the dominance of the service sector, as well as a complex of social, budgetary, environmental and other problems, the effective solution of which is largely related to the activation of sustainable entrepreneurship areas.

Keywords: business structures; public-private interaction; management; sustainable business development; social responsibility; post-war recovery.

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**ОСОБЛИВОСТІ ФОРМУВАННЯ СКЛАДОВИХ МЕХАНІЗМУ ДЕРЖАВНО-
ПАРТНЕРСЬКОЇ ВЗАЄМОДІЇ СТАЛОГО ПІДПРИЄМНИЦТВА**

У статті обґрунтовано актуальність та своєчасність проблематики, щодо особливостей формування механізмів державно-приватної взаємодії сталого підприємництва. Визначено, що в умовах відновлення України після масштабних руйнувань, спричинених війною, питання мобілізації ресурсів набуває особливої актуальності для сталого розвитку підприємництва. Державно-приватна взаємодія наведена як ключовий процес існуючих управлінських механізмів, здатних забезпечити залучення інвестицій, модернізацію інфраструктури та підвищення якості суспільних послуг сталого підприємництва. Аналізування стану державно-приватної взаємодії сталого підприємництва в національній економіці дозволило з'ясувати, що елементи, складові механізму, повинні органічно вписуватися в ринкову систему, щоб забезпечувало зростання ефективності господарств при дотриманні екологічних обмежень, вимог та створення сприятливого, безпечного сталого середовища. Формування державно-приватної взаємодії сталого підприємництва за сценарним підходом базується на орієнтації діяльності бізнесу на задоволення попиту в рамках міжрегіонального поділу праці, що характеризуються домінантою сфери обслуговування, а також комплексом соціальних, бюджетних, екологічних та інших проблем, чие ефективне рішення багато в чому пов'язане з активізацією напрямів сталого підприємництва.

Ключові слова: бізнес структури; державно-приватна взаємодія; управління; сталий розвиток бізнесу; соціальна відповідальність; повоєнне відновлення.

Problem statement. The theory and practice of recent years have established that an indispensable condition for the development of sustainable entrepreneurship is a change in the paradigm of managing this process, in which more and more importance should be attached to the establishment of partnership relations between the authorities and business. A single definition of what is meant by "interaction between the state and business structures" has not yet been formed.

Unresolved parts of the problem. The practice of recent years demonstrates the need to develop new mechanisms of state support in the system of state regulation of sustainable entrepreneurial activity. Substantiating the role of the main economic entities in a market economy by applying the model of intersectoral interaction. Each of the main entities of this model (society, business, state-government) when performing specific actions to achieve its goals bears certain costs and receives benefits that reflect the essence of their interaction

The purpose of the article is to summarize and substantiate the processes of forming the components of the public-private partnership mechanism for sustainable entrepreneurship.

Analysis of literary sources. O. Rybka note that "the interaction of entrepreneurship and the state is a system of social relations between the structures of political and economic power regarding their use in their specific interests of the entire set of economic resources of society" [4]. The authors also say that the mechanism of interaction between the state and business structures should be understood as "a set of principles, methods of economic and legal techniques and technologies, organizational structures and as a form of production relations that develop between society in the person of the legislative and executive authorities at all levels of its implementation and entrepreneurship as the main driving force of the market economy" [8].

Analysis of scientific literature on this problem allows us to form a conclusion that the basis of the interaction of government and business structures are political, legal, economic and institutional elements. Forms of interaction include social partnership, public-private partnership, participation of the business community in managing state affairs, lobbying interests, and delegation of authority.

Presentation of the main material The main function of the state, aimed at regulating the activities of business structures, is to form a regulatory framework that determines the nature of the interaction between business and government, and is also an important indicator of the state of society as a whole [6, 7]. The purpose of such interaction is to reduce social tension, attract investment in the economy and develop priority sectors of the economy for the territory. The functions of business are to assess the regulatory impact as a mechanism aimed at identifying provisions that lead to restrictions or excessive administrative burdens in the activities of entrepreneurs, as well as to unjustified costs for both business and the budget system of Ukraine. As a mobilizing and guiding force, the state, with the aim of developing business, ensures the creation of a complex of interconnected service structures or facilities that constitute the engineering and technical infrastructure and business support infrastructure. The functions of entrepreneurs are to form coordination and advisory bodies aimed at defending the interests of small and medium-sized businesses, in implementing state policy in the field of small and medium-sized businesses development. The creation by the state of benefits, preferences and state support measures are aimed at implementing state policy in the field of small and medium-sized businesses development. Achieving the goals and adhering to the principles of state policy in the field of small and medium-sized businesses development is carried out through the implementation of state and municipal programs, which aligns the activities of each executive body with the priorities set out in strategic documents.

In the economic sphere, there are several models that reflect the basis of interaction between business and government. On the one hand, the leading role is given to business as the owner of the main economic resources, and on the other hand, to government as the guarantor of economic and political stability. The economic role and functions of the state over the past two decades throughout the world and in Ukraine, in particular, have undergone radical changes. State power is becoming more influential and strong, which is due, first of all, to the expansion and complication of the functions and tasks of the state as a result of crisis changes in the economy, globalization and increased interdependence of national economies of different countries, the development and transformation of productive forces, scientific and technological progress, and the complication of economic, social and geopolitical processes in the modern world. It can be argued that the sustainable development of countries, especially at the present stage, is closely related to the formation and improvement of an effective institution of government. Power in Ukraine is a defining substance in the structure of society, and the approach to its cognition contributes to the formation of a modern worldview, an adequate view of reality and an increase in the adaptive capabilities of a citizen of Ukraine.

Effective development of the business environment is achieved by building partnerships and institutional support for the interaction of business with the government, and in addition, with the business infrastructure.

The unofficial / informal component (informal agreements, obligations, interests, etc.) in the system of interaction between the state and entrepreneurs has a serious impact on the nature of the use of formal norms and procedures that regulate the working conditions of the main factors in the business environment. In turn, this leads to the emergence of certain "rules of the game", largely determined by the government structures, which are forced to be followed by entrepreneurship that wishes to continue its activities in the territories controlled by this government.

Since the government in its relations with market institutions currently occupies a dominant position at all levels, the latter seek to optimize their relations with the government, adapting them to the new conditions of the institutional environment. The modern Ukrainian institutional environment of interaction between the state and business structures is characterized by a high role of informal norms and rules of behavior in the system of business relations.

This state of affairs allows the state, in addition to formalized administrative regulation of business activity, to impose various schemes of informal interaction on business structures, which, in turn, forces business structures to build the trajectory of their activities, the development of their business taking into account the factor of informal relations.

In this regard, it can be stated that business structures successfully interact with the state even in conditions where government structures occupy stronger positions than business structures. The following basic strategies of interaction between the state and business can be distinguished: productive, unproductive, destructive, combined.

The productive (loyal) strategy of the state is a model of promoting the development of productive (innovative) entrepreneurship.

The unproductive strategy of the state is a set of strategies and tactics that provide gray (semi-legal) and shadow (illegal) control over business structures in order to extract administrative rent [3].

The destructive strategy of the state is characterized by the support and use of openly illegal models of influence on business structures, which have received the general name of "business capture" (raiding, corruption, "kickbacks") [7].

The combined strategy of the state contains certain elements of the above strategies.

Depending on the strategy used by the regional authorities, business structures in their sustainable activities can also adhere to a productive, unproductive, destructive or combined strategy,

Market transformations have led to the process of radical improvement of the interaction between the state and business, and have formed a new history of its development. Research into the theories of political transformations in Ukraine has shown that the heads of large business structures want to interact with the authorities on an equal footing. In this regard, the analysis of the main stages of the development of relations between the state and business, monitoring their qualitative changes, has become relevant.

The current stage of interaction between business and the state is characterized by a strengthening of the position of business in the political life of the country: there is an actual merger of large corporations and the state, united by common interests in the socio-political and financial-economic spheres of society. Yes, there are a sufficient number of state programs to support small and medium-sized businesses, which provide indispensable support for the sustainable development of small and medium-sized businesses. The interaction of government and business structures is cooperation based on the implementation of specific measures by each party in relation to the other party, and which satisfy the principle of balance of interests.

Investigating methodological approaches to assessing state support for business structures, we studied the models proposed by B.J. Evans, B. Berman, which are taken as the basis for considering the main approaches to studying this issue [8]. One of the approaches suggests dividing two alternative models of interaction into atomistic and associated.

Integrated business structures are often a variant of their mixing and interweaving. The dominance of one model over another is determined by the level of socio-economic development of the state. In industrialized countries, the associated model prevails, in developing countries – the atomistic one, which is transformed into an associated model with the development of the economy.

The study and generalization of domestic and foreign [1, 4, 7, 8] research allows us to distinguish four forms of interaction between the state and business structures that arise within the framework of a particular model and are manifested depending on the economic strength of the interaction of agents and their level of trust in each other:

1. "Leadership of power" – the simplest form of interaction, which acts as a special economic resource of socio-economic development, which is used by the authorities to perform their main functions related to the production and distribution of public goods and the creation of infrastructure and social conditions for entrepreneurial activity. In such a situation, enterprises must follow government directives, and "social burden" is a prerequisite for entering the market or one of the ways to overcome existing administrative barriers.

2. "Business leadership" is also a one-sided form of interaction between the state and business. De jure power belongs to state administration bodies, while de facto it is exercised by one or several large, capital-intensive, structure-forming companies, where the majority of the working population is concentrated. As a rule, such companies are of national importance, and the leaders of the region or municipality play the role of their "puppets". Since in such a territory the power actually belongs to business, companies are forced to perform a compensatory function, that is, to "complete" their presence to a level that ensures not only simple, but also expanded reproduction. As a result, companies are overloaded with social obligations to the local community and, in fact, perform functions traditionally inherent in state bodies. Thus, in this form of interaction, business is the main driving force and leader of the socio-economic development of territories.

3. "Private interaction between government and business" includes a set of economic relations between the government and individual, separate economic entities or their group, in which the parties cannot dictate conditions to each other and do not have the opportunity to create

their own "rules of the game". In this form of interaction, the main functions of the state are to create a regulatory framework for the country, ensure compliance with laws, national security (defense and protection of the natural and technological environment), strategic planning, production and distribution of public goods, social protection and social guarantees. However, the shortage of budget funds leads to the search for additional sources of financing for the territories, so government and management bodies enter into business negotiations (bargaining) with business, however, they do this taking into account the volume of the existing public burden on business, on the one hand, and the level of state protection and support – on the other. Thus, in the relations between business and government, a so-called "system of exchanges" appears, which assumes that the probability and scale of state support for business structures depends on their participation in the development of territories through co-financing of various environmental and socio-economic projects and programs [4].

4. "Partnership between government and business" assumes that the state and business structures are aware of the importance of effective communication. The government tries not to force business to implement social investments and calls on them to engage in a constructive dialogue, justifying the need for social investments [8]. It is not individual entrepreneurs who enter into the dialogue, but their associations and unions. Thus, the government bodies and associations of entrepreneurs become the coordinators of social investments. Thus, bilateral cooperation evolves into multilateral cooperation. In modern Ukraine, the process of transforming the atomistic model into an associated company is at an initial stage, thus, the predominant form is private interaction between government bodies and business structures. However, there is a pronounced tendency for an evolutionary transition to a higher form, but with the preservation of the system of "exchanges" laid down in the previous form. A feature of the system of "exchanges" is its personalized nature, which is manifested in the fact that the exchange process is carried out mainly on personal contacts and interests of individual economic entities. This leads to the creation of deliberately unequal conditions for the functioning of various business structures, depending on their access to various authorities and state support. At the same time, business is often interested in co-financing various socio-economic projects and programs, since this leads to an improvement in infrastructure conditions and leads to the stability of the social environment. In conditions when public organizations representing the interests of the population of the territory are included in the interaction of the state and business, the "Partnership of the State and Business" evolves into a social partnership. The use of the social partnership model is not only able to ensure the sustainability of the socio-economic development of the territory, but also stimulates the accumulation of capital in the country, which is formed on the basis of trust between interacting entities. As part of social capital, "retention" capital is formed in the presence of clear rules of the game established by the state, socially responsible business, the development of civil institutions in society and the presence of effective forms of interaction with law enforcement agencies, including the identification and coordination of the interests of the interacting parties.

Conclusions and prospects for further research. Summarizing the above, it should be noted that in the current conditions, the state can play both the most important role in ensuring balanced social reproduction and economic growth, employment, rational use of natural resources, supporting a number of industries, and the most important role in destabilizing these processes. The state, its power structures, using various strategies, can finance fundamental science, the development and implementation of innovations, can ensure the functioning of capital-intensive industries, and can reduce the share of budget expenditures on science and education, rely on the sale of natural resources, set high discount rates, due to which investments in capital-intensive industries will become inaccessible to private capital.

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