WAYS TO ENSURE EFFICIENT FUNCTIONING OF SMALL ENTREPRENEURSHIP IN UKRAINE

Small business plays an important role in the development of a primarily regional economic system and in addressing a number of local problems: the development of competition, the development of consumer markets, the provision of workplaces, the improvement of living standards and the social environment.

The article explores the theoretical aspect of the current state of small business in Ukraine, discusses its problems. Negative and positive factors of influence on small business activity, causes and criteria of negative state of small business are noted.

It is found that the main reasons for the inefficient functioning of small business are: the existence of a relationship with public authorities, that is, corruption; inability to carry out fully transparent and legal activities; low level of access to credit and financial resources; complicated taxation process and excessive pressure in this area; advancing the interests of large enterprises compared to small ones at the national level; lack of support for small business by the state; low level of training of small business workers etc.

Issues related to the business environment in Ukraine are considered. Some indicators of the Small Business Attitudes Index and the favorable business environment, such as the Doing Business World Bank rating, are analyzed. The dynamics of Ukraine's indicators in the rating "Doing Business - 2018" are presented. The article considers and proposes ways and measures to improve the activity of the enterprise, the business environment and further ensure its effective functioning in Ukraine for the future development of the economy as a whole.

It is determined that the main measures for improving and further effective formation of small business activities are: to stop the corruption ties in the country; expand access to possible types of financial resources; strengthen state support for small businesses; to provide conditions for introduction of modern innovative technologies in business activities; to provide better conditions for training and retraining of small business entrepreneurs; improve communication, information and advisory business and more.