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MODERN TENDENCIES OF MODERNISATION OF DOMESTIC SMALL BUSINESS UNDER CONDITIONS OF UNCERTAINTY

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Annotation. *In the article is considered modern state of functioning of small business under conditions of uncertainty, the factors of influence on the modern state of small enterprises in Ukraine are analyzed and educed. Directions of stimulation of development of domestic enterprises were certain on the basis of experience of the developed countries and the ways to ensure an effective existence and modernization of structures of enterprise were set in modern conditions of managing.*

Keywords: *entrepreneurship, small business, small and medium-sized businesses, modernization, conditions of uncertainty, small business functions.*

Small business is the most important part of a market economy that contributes to its dynamism, activates financial and productive resources, improves the pace of scientific and technological progress, settles the problems of unemployed population and also generates economically independent and stable middle class. Therefore, comprehensive support for the modernization of small business must be prominent direction of reforms in Ukraine that will become the factor in raising the standard of living of the population and will contribute to the processes of integration of Ukraine's economy in international global society.

The purpose of article is research of modern tendencies and justification of the necessity of modernization of domestic business under conditions of uncertainty.

In the structure of domestic business on the volume of enterprises on 01.01.2017, the share of small enterprises amounted to 94.3 %, medium — 5.5 % and large — 0.2 %, and the average number of employees of small businesses amounted to 1808 thousand employees, that's, only 9% of the employed population. It should be noted that the modern Ukrainian society inherent substantial stratification and menacing scale of poverty. As a result of the

study of foreign experience, it is worth noting, that more than half of the gross domestic product in the developed countries falls on the sector of small and medium-sized businesses. The share of small businesses in the gross domestic product of Ukraine is 5—6 times lower than in countries with a developed economic system.

Today, domestic small business is in the stage of formation (12—14 % of GDP) and, as the study shows, for activation of process of development necessary support of the state, midsize and large business. Modern tendencies of modernization of a small business indicate that the significant number of small businesses is concentrate in the following spheres of economic activity: trade (wholesale and retail), construction, finance and services.

Therefore, ensuring effective existence and modernization of Ukrainian business structures in the conditions of significant European and global competition needs appropriate mechanisms of influence at separate levels of the management system — from micro to macro level. The positive dynamics of the development of economic systems, as evidenced by world, experience is based on the successful high-level association of national, regional and local businesses.

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