

**DEMOGRAPHY, LABOR ECONOMY,
SOCIAL ECONOMY AND POLITICS****Social entrepreneurship as a tool to respond
to challenges of long-term unemployment in Ukraine****Zvonar V.P.**

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Based on the relevant international experience and using the Case method, the paper puts forward and reasons the main directions of potential use of social entrepreneurship as a tool for responding to the challenges of the long-term unemployment in Ukraine. The Case method is exploiting as principal herein. The paper presents the set of the relevant cases, which are properly culled to support the idea that:

- social entrepreneurship can functionally serve as a preventive tool to address the long-term unemployment issues. The paper suggests that the prevention is to be provided by the civil and the entrepreneurial initiatives aimed at both objective causes (e.g. market conditions) and personal causes (e.g. insufficient motivation and low “personal vitality”) of the long-term unemployment.

- social entrepreneurship must be also perceived as a combating tool to cope with

the long-term unemployment and its miscellaneous socio-economic consequences. Among such consequences, the marginalization and the pauperization of population are considered as the most challenging, pressing and persistent in Ukrainian society and economy.

The paper claims that the specific economic and organizational measures for enhancing social entrepreneurship are required to facilitate the possible preventive and alleviating effect hereof on the long-term unemployment issues in Ukraine. The set of the relevant measures are to be developed and exploit by the civil society organizations in conjunction with the state authorities responsible for the implementation of the social policy’s agenda in Ukraine. The priorities and the activity tasks for the civil society and for the public agencies are identified in the paper as well.