

## POTENTIAL OF BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT IN THE REGIONS OF UKRAINE

**Prodanova L.V.**

Doctor of Economic Sciences, Associate Professor,  
Cherkasy State Technological University

The actuality of the study is determined by the fact that the development of entrepreneurship and business is essential for improving efficiency, optimizing participation in the international division of labour, strengthening the competitiveness of the national economy and its regions. Apart from it, there are a number of reasons both objective and subjective, which hinder the progressive development of economic entities in the separate regions of the country. As a result of changes in the conditions of functioning and development of economic entities, there is a need of constant monitoring and evaluation of regional economic development of entrepreneurship and business.

The aim of the study is to analyze the potential of the development of entrepreneurship and business in the regions of the national economy.

The article noted that the basis for the formation of development of economic entities of the economy are the available resources (natural, human, material and financial), and the variety of embodiments of such a potential determined by the conditions and factors of the development of entrepreneurship and business. Conditions and factors of entre-

preneurship and business in totality form the business climate in the national economy and its separate regions.

Studies of the regional potential of entrepreneurship and business are based on the application of integrated indexes and rating assessments. For this purpose, the integral indices and ratings of the regional human development, business climate, competitiveness and investment attractiveness of the regions of Ukraine are used. Also are analyzed: share of separate regions in terms of the national gross regional product, number of persons employed in economic activities, value of capital investment, number of business entities, individual entrepreneurs, businesses, including large, medium, small and micro enterprises; regional indicators of economic entities (companies and individual entrepreneurs) per 10 thousand population of individuals.

It is noted that the integral indexes, ratings of the potential of separate areas of the country are also a necessary and important tool for the substantiation of regional socio-economic policy, including stimulation of development of entrepreneurship and business in separate regions.