

THE INFLUENCE OF SMALL BUSINESS SUPPORT ON THE REGIONAL IMAGE FORMATION

Zinchenko O.A.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Management
and Travel Business,
Oles Honchar Dnipropetrovsk National University

The article comprehensively reviews such scientific approaches to determine the image of the region, as geopolitical, branding, marketing, communicative and psychological approaches. It emphasizes that all of these approaches have in common that they all considered a part of the business development as a secondary – or from a position of forming the specific business culture, or as a part of business communications, or as a mechanism to promote regional products and services. But the author argues that small business support is structural components of a positive regional image.

The article also reveals significant problems of small business such as the lack of resources (financial, information, personnel, property, etc.), inadequate legislation and policy on small business obstacles during registration and permits very frequent checks and inspections. It proves that these difficulties cannot be overcome by themselves

because of the obvious features of small business and require targeted state support.

The main areas of small and medium enterprises' support are the financial and credit support innovation, personnel and information security, tax policy, effective legal framework, deregulation of business.

Support of small business requires not only the efforts of state and local governments, but also public organizations, financial institutions, investment funds and others. Important actions on small business development in the region is to develop support infrastructure, creating favourable conditions for the use of public resources, business deregulation, promotion of foreign trade, human resources development of small enterprises.

As the prospects for further research it is appropriate to develop an algorithm of strategic management of territory image by supporting business activity.