

## APPROACHES TO THE ANALYSIS OF THE PHENOMENON OF SOCIAL ENTREPRENEURSHIP

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### ABSTRACT

*Social Entrepreneurship as a business is a way of solving (mitigating) social problems, in which problems usually develop in non-profit organizations. Social entrepreneurship is an innovative activity aimed at solving or mitigating social problems of society on the basis of self-sufficiency and stability.*

*This article examines ilimiy approaches to the analysis of the phenomenon of social entrepreneurship.*

**KEYWORDS:** *Entrepreneurship, Social Approach, Economics, Innovation, Modernization.*

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### INTRODUCTION

One of the main factors in the development of the economy in the conditions of market relations is the development of small business and entrepreneurial activity. So, what content does the concepts of "Entrepreneur", "entrepreneurship" have and what does it mean?

Research by well-known scientists shows that the work of an entrepreneur in his field of activity is multifaceted. It is determined by a change in market policy or by the influence of internal and external factors of the enterprise. But the main goal of an entrepreneur is to carry out work that, in addition to seeing profit (profit), ensures effective functioning in the market. To do this, it is necessary to create a mechanism based on modern management methods that control and facilitate entrepreneurship, and ensure its efficient use.

### RESEARCH MATERIALS AND METHODOLOGY

At the heart of social entrepreneurship is the concept of "entrepreneurship", that is, entrepreneurial independent activity (self-organization in essence) is the activity of corporate responsibility, aimed at obtaining profits or personal income from citizens on their own behalf, under their own property responsibility or on behalf of it and legally implemented income.

The concept of "entrepreneurship" is described in the encyclopedic Dictionary of the entrepreneur as follows:

Entrepreneurship is an independent activity of citizens aimed at obtaining personal income, profit. This activity is carried out on its own behalf, in exchange for its own property responsibility and legal responsibility of a legal entity. An entrepreneur can engage in all business activities that are not prohibited by law, including mediation, sale, purchase, counseling, work with securities.

Entrepreneurship is an activity related to the amount spent to generate income, seeking personal and social benefits. This definition given to entrepreneurship is distinguished by its detail. In this definition, it is emphasized that entrepreneurship consists not only in engaging in certain activities, but also in direct activity. In a number of definitions given to entrepreneurship, the most important condition, that is, the nature of the integrity of social profit with personal income, is not indicated.

In conclusion, the important characteristics of entrepreneurship include:

- Independence and freedom of the subjects carrying out economic activities. Within the limits of legal norms, each entrepreneur can make an independent decision on this or that issue.
- Economic profitability. The main goal of entrepreneurship is to contribute to the development of society as well, seeking to obtain maximum income.
- Economic risk and responsibility. Any calculation can also contain uncertainty and risk.

The formation of entrepreneurship is closely related to economic and social conditions. Social conditions are close to the economic conditions of the formation of entrepreneurship. Social conditions are primarily determined by the taste of buyers and the desire to buy goods that can meet fashion. At different stages, this requirement may vary. This is seriously influenced by moral and religious norms, which depend on the socio-cultural environment. These norms directly affect the lifestyle of buyers and the demand for goods through it.

Social conditions affect the attitude of a person to work, which, in turn, affects the amount of salary offered by a business, attitude to working conditions.

The entrepreneur himself becomes the main subject of entrepreneurial activity. But the entrepreneur is not the only subject, in any case he is obliged to interact with the consumer of the goods or services produced, as well as with the dividing State as an assistant or opponent in various situations. In the interaction of the entrepreneur and the consumer, the entrepreneur belongs to the category of active subject. And the consumer plays a passive role in this. It performs the role of an indicator of the entrepreneurial process of the consumer in the analysis of relations.

All that constitutes the subject of entrepreneurial activity can be carried out only when the consumer has a positive assessment. In this case, an assessment of the goods is made by the consumer, and then the readiness to purchase this or that goods is determined. The entrepreneur must take into account the mood, desire, interests of the consumer when planning and organizing his activities.

In a market economy, there is no way for an entrepreneur to influence a consumer other than to act in accordance with the interests of the consumer. But this does not mean that the entrepreneur must act in accordance with the interests of the consumer. The entrepreneur himself can form the

consumer's demand, create new consumer needs (if a new commodity is created, which is necessary for the buyer). Based on this, two methods of organizing entrepreneurial activity can be cited:

- method of determining consumer interest;
- a way to "forcibly accept" new goods or services to the consumer.

The entrepreneur's personal characteristics, abilities, opportunities and job qualities will be the driving force behind entrepreneurship. The qualities of an entrepreneur regarding work should be based on the following principles:

- **First**, finding its place in the economic system by analyzing the level of supply of the market with goods and services;
- **Secondly**, the ability to prepare for the creation of a personal production structure;
- **Third**, the implementation of preliminary entrepreneurial calculations based on the results of Marketing Research;
- **Fourth**, the ability to pour leadership on the right path in the implementation of an entrepreneurial project;
- **Fifth**, being able to be the first to bring a new technical, technological idea to life, as well as to use this idea in practice, to imagine what end result, products or services can be obtained from it.

## **RESEARCH FINDINGS AND DISCUSSION**

Creativity will be the main criterion when describing an entrepreneur, but it can manifest itself in different forms. The entrepreneur knows how to effectively use discoveries, findings made by other creative people. At the same time, he will be able to find ways to use these innovations in the field of production of something new, wonderful that arouses the interest of the buyer. But Discovery and innovation are manifested not only in the creation of a new component of the commodity type, but also in simpler forms that do not require involvement in the process of updating commodity production.

It can also apply elements of exploration on other sides of entrepreneurial activity. For example, he finds new forms of production, product sales management, establishes partnership Innovations, uses new production technologies.

Social entrepreneurship is formed on the basis of the following directions:

- Collective approach;
- Socio-cultural approach;
- Institutional approach.

### **Collective Approach**

A joint venture is of a collective nature, therefore social entrepreneurship is entrepreneurship based on collective self-government.

According to O.V.Tarasova: "the transfer of managerial functions from the outside to the labor collectives themselves, taking into account the needs and interests of all members of the labor

collective, as well as the creation of the necessary socio-psychological conditions in them that contribute to the full disclosure of personal data, leads to a more complete disclosure of the potential of each employee"[1].

And it is inevitable that both individual working groups and the whole will have a positive effect on the work efficiency, thanks to the organization as a whole - employees and workers, groups begin to compare their goals with the goals of the organization, and also learn to make optimal management decisions.

### **Socio-Cultural Approach**

In the sociocultural approach, ideas about the sustainable development of organizations as self-development systems cough. The sociocultural approach is determined by the effectiveness of managing the sustainable development of socio-economic systems of various scales. According to the socio-cultural concept of management, closely related to each other is determined by the degree of interaction of its subsystems, and at the same time, each subsystem develops on the basis of the principles of self-development. The effectiveness of organization management is determined by a set of conditions inherent in the subject and object of management[2]:

<b>SUBJECT</b>		<b>OBJECT</b>	
a)	wants to manage, benefits	a)	ready to make decisions that will see personal interest;
b)	has resources to manage	b)	knows how to use resources professionally
c)	for spiritual cooperation, for the values of the object of management	c)	integration-prone organization values and management

The application of the socio-cultural approach makes it possible to take into account not only economic, but also non-economic factors that affect the success of management. When creating a joint venture of sustainable development, it becomes possible due to the close interaction of all interested parties at all levels of the power vertical. For example:

By state (at the federal level): creation of the most general and ecological conditions for the development of territories, taking into account the principles of self-sufficiency and self-development of territories, based on the relationship between the principles of synergetics for the lower levels;

State (at the regional level): management of funds allocated for the implementation of activities in the field of social entrepreneurship, as well as ensuring targeted financing at a lower level (if necessary);

Formation of the municipality: creation of the necessary and sufficient conditions on the territory of the municipality for the implementation of certain activities within the framework of the development of the Institute of social entrepreneurship with the non-destructive policy of the state, including: infrastructure of training and support based on the principles of knowledge management, the creation of various methodological materials;

Personality as a person with the potential for self-development and self-realization: strengthening and developing a culture of entrepreneurship among the population with the support of organizations responsible for carrying out activities within the framework of territorial development.

The mentality of the owners of self-government and social enterprises is a culture of entrepreneurship. The correct Organization of its work is one of the main factors in entrepreneurship. That is why the entrepreneur must take into account in every possible way all the parts that are building this phenomenon.

In the study of these aspects of an entrepreneur's activity, observation of the sequence of his activities is of particular importance. In this case, the sequence of the main actions of the entrepreneur can be as follows:

- **First**, the development of a business idea;
- **Secondly**, an in-depth study of the business environment;
- **Thirdly**, the mutual correspondence of the business idea with the economic interest of the entrepreneur, the mutual compatibility of the entrepreneurial idea and the entrepreneurial environment;
- **Fourth**, to determine the size of the capital required for the implementation of the idea;
- **Fifth**, to make up the enterprise or organization that is needed to implement a business idea.

At the heart of every business activity is a certain idea. These ideas are simple: someone gives out the idea of binding a product in a new way, introduces innovations to a product already on the market and on this basis tries to increase the level of demand for it, etc.

### **Institutional Approach**

The modern theory of entrepreneurship is closely related to the theory of institutions. In general terms, institutions are a set of formal and informal restrictions, as well as organizations that determine the scope of people's economic behavior.

The concept of institutionalism includes two aspects: "institutions" - norms, habits of behavior in society and "institutions"-the establishment of norms and traditions in the form of laws, organizations, institutions.

The main role of institutions in society is to reduce uncertainty by establishing a stable structure of interaction between people[3].

### **CONCLUSION**

Economics as a system, according to institutionalists, is a system of interaction of developing institutions. At the same time, the evolution of the institute can be carried out in two ways: "from above" (within the framework established by the state) and "from below" (through the components of self-development of the institution itself, its informal organization.

Social entrepreneurship management is socialized through a collective approach, a socio-cultural approach, an institutional approach, and social entrepreneurship brings professional activities to life.

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