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THEORETICAL MEANS FOR SOCIAL ENTREPRENEURSHIP RESEARCH IN CONTEXT OF MARKETING 3.0

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Introduction. Modern development of socio-economic sector makes adjustments to market environment. Enterprises require expansion of their activities and feel necessity to diversify risks. Satisfaction of consumer needs is accompanied by introduction of innovations in various areas. Focusing on marketing 3.0, when market activity should not only ensure enterprise's profitability, but also care about consumer and environment, is embracing more and more enterprises and becoming modern business responsibility. Therefore, the problem of social entrepreneurship research in context of sustainable development is becoming relevant and important.

Aim and tasks. The main aim of this work is to formulate theoretical means for social entrepreneurship research, which should reveal peculiarities of tools to achieve global goals of sustainable development. To achieve this goal, the following tasks have been solved in this study: analysis of definitions and study the essence of "social entrepreneurship" concept; interconnection of social entrepreneurship goals with global goals of sustainable development and compliance with modern concept of marketing 3.0.

Results. Research of "social enterprise" definition allows to define it as stable business structure, tended to self-development, which forms mechanism of social support and infrastructure development through close integration into social system. Social entrepreneurship is aimed at solving social problems and other goals of marketing 3.0. Social enterprise is considered in context of sustainable development, which is a concept that requires balance between satisfying current needs of people and protecting interests of future generations, ensuring their necessity for safe and healthy environment, and it must be able to contribute to global goals of sustainable development at local level.

Conclusions. Social enterprises have become an acceptable mechanism for solving socio-economic problems, as they are developing and expanding new tools to achieve global goals of sustainable development at local level. Social entrepreneurship has opportunity to involve socially vulnerable groups in public life and expand citizens' activity. Social entrepreneurship today is aimed at positive social changes and providing basic human needs in an optimal way.

Keywords: social entrepreneurship, social enterprise, social and ethical focusing, marketing 3.0, sustainable development.

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ТЕОРЕТИЧНІ ЗАСАДИ ДОСЛІДЖЕННЯ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА В КОНТЕКСТІ МАРКЕТИНГУ 3.0

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Вступ. Сучасний розвиток соціально-економічної сфери вносить корективи в ринкове середовище. Підприємства відчують потребу у розширенні своєї діяльності та диверсифікації ризиків. Задоволення потреб споживачів супроводжується впровадженням інновацій по різних напрямках. Орієнтація на маркетинг 3.0, коли ринкова діяльність повинна забезпечувати не тільки рентабельність підприємства, а ще й турбуватись про споживача і оточуюче середовище, охоплює все більшу кількість підприємств та стає обов'язком сучасного бізнесу. Тому питання дослідження соціального підприємництва на тлі сталого розвитку набуває актуальності та важливості.

Мета і завдання. Основною метою роботи є обґрунтування теоретичних засад дослідження соціального підприємництва, що повинно розкрити особливості інструментарію з досягнення глобальних цілей сталого розвитку. Для досягнення поставленої мети у дослідженні вирішено коло завдань: аналіз визначень та дослідження сутності явища «соціальне підприємництво»; співвідношення мети існування соціального підприємництва з глобальними цілями сталого розвитку та відповідність сучасній концепції маркетингу 3.0.

Результати. Дослідження дефініції «соціальне підприємство» дозволяє надати визначення її як стійкої бізнес-структури, схильної до саморозвитку, що формує механізм соціальної підтримки та інфраструктурного розвитку шляхом тісної інтеграції в суспільну систему. Соціальне підприємництво націлене на вирішення соціальних проблем та інших цілей маркетингу 3.0. Соціальне підприємство розглянуто у контексті сталого розвитку, що являє собою концепцію, необхідністю якої є встановлення балансу між задоволенням потреб сучасності для людей та захистом інтересів майбутніх поколінь, забезпечуючи їхню потребу у безпечному та здоровому довкіллі, то воно повинно бути спроможним сприяти досягненню глобальних цілей сталого розвитку на місцевому рівні.

Висновки. Соціальні підприємства стали прийнятним механізмом розв'язання соціально-економічних проблем, оскільки займаються розробкою та поширенням нових інструментів щодо досягнення глобальних цілей сталого розвитку на локальному рівні. Соціальне підприємництво має можливість залучати до громадського життя соціально вразливі верстви населення та розширювати активність громадян. Соціальне підприємництво сьогодні спрямоване на позитивні соціальні зміни та забезпечення базових людських потреб оптимальним способом.

Ключові слова: соціальне підприємництво, соціальне підприємство, соціальна-етична орієнтація, маркетинг 3.0, сталий розвиток.

Introduction. Modern development of socio-economic sector makes adjustments to market environment. Enterprises require expansion of their activities and feel necessity to diversify risks. Satisfaction of consumer needs is accompanied by introduction of innovations in various areas. Focusing on marketing 3.0, when market activity should not only ensure enterprise's profitability, but also care about consumer and environment, is embracing more and more enterprises and becoming modern business responsibility. Human well-being is the key principle of regional, national and international economic policies of most countries. Therefore, the problem of social entrepreneurship research in context of marketing 3.0 is becoming relevant and important.

This idea is supported by the fact that people around the world unite to solve social problems, creating such organizations as Peace of Corps, Green Peace, Habitat for Humanity. Hence, marketing of enterprises should also help to compete for opportunity to demonstrate their efforts for ensuring integrity, community, direction. That is, modern companies must cover social, economic and environmental problems of society. So, one of the areas deserving scientists' as well as entrepreneurs' attention is social entrepreneurship.

Examples of successful projects in this area of business in Ukraine are: enterprise "ObSich" of regional Public Association "Assembly of Disabled in Cherkasy" (Cherkasy), youth non-governmental organisation "Art-Village" (Zhytomyr), tourist and sports club "Manivtsi" (Lviv), association of agricultural service cooperatives "Chernihiv Ecological Region" (Chernihiv), etc. [1]. Regarding foreign experience, we can name such successful social enterprises as: SEKEM (medicinal, herbal, gastronomical and aesthetically focused products); Amul (food products for customers); Fifteen (the art of cooking and hospitality) [2]. All of them meet the goals of marketing 3.0.

Analysis recent research and publications. Analysis of scientific researches and publications shows significant attention to development of social entrepreneurship, its role in solving social problems from point of view of both national scientists: Goncharova M. A. [14], Zhemba A. Y.[7], Ilchenko N. V.[3],

Kornetsky A.O.[14], Nazaruk V. Ya.[4], Notevsky E. V.[7], Svinchuk A. A.[5], Sotula O. V.[6], Shergina L. A. [7], as well as foreign scientists: Dees J. G.[8], Emerson J.[9], Mair J.[10], Sprekli F.[11], Seelos C. [10]. Thus, Ilchenko N. V. considers social entrepreneurship as a tool for economic and social development of community [3], Nazaruk V. Ya. reveals opportunities for development of social entrepreneurship in Ukraine [4], Svinchuk A. A. explores organizational mechanisms of development of social enterprises in Ukraine [5], Sotula O. V. reveals approach to social entrepreneurship in terms of innovative model of economic development [6], Shergina L. A., Notevsky E. V., Zhemba A. Y. [7] explore relevance of social entrepreneurship in context of sustainable development goals; Dees J.G. [8]reveals the basics of enterprising nonprofits; Emerson J. [9]search the intersects and opportunities of economic, social and environmental value creation; Seelos C., Mair J. [10] search the contribution of social entrepreneurship to sustainable development, etc. Despite the presence of significant number of scientific researches, the problem of social entrepreneurship research in context of marketing 3.0 remains without sufficient attention.

Aim and tasks. The main aim of this work is to formulate theoretical means for social entrepreneurship research in context of marketing 3.0, which should reveal peculiarities of tools to achieve socio-economic goals of modern market activities of enterprises.

Results. Problems of social entrepreneurship are characterized by socially useful activities. Social enterprise mainly involves joint ownership of the enterprise, and its main income is directed to social and environmental goals [11].

Taking into account focus on marketing 3.0, social entrepreneurship can be considered as generalized category, and should be identified as socially important initiative, the basis of which is commercial model of economic behavior. We understand that social enterprise is a stable business structure, tended to self-development, which forms a mechanism of social support and infrastructural development through close integration into social system [7].

Ukrainian legislation does not define social entrepreneurship. Very often concepts “social entrepreneurship” and “social economy” are used to explain the same phenomenon. If we consider marketing 3.0 on global level, its main idea is related to sustainable development, which combines a range of issues from different sectors of human activity: economics, environment and other related sectors.

Critical environmental condition, declining renewable resources, demographic decline, poverty, financial and economic crisis have led to the formation of such a vector of action that would overcome challenges arising from human activities and its impact on nature. Thus, necessity to solve unemployment problems in Ukraine is confirmed by statistical data for 2014 - 2019 (Fig. 1).

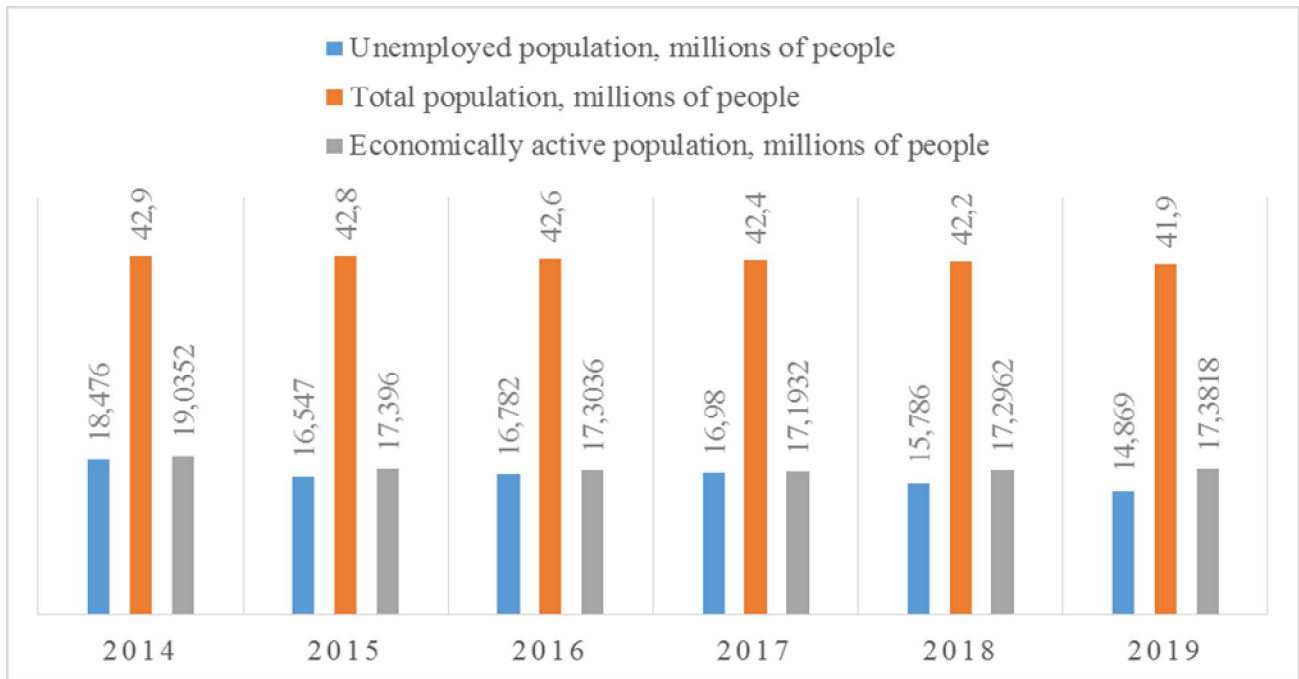


Fig. 1. Dynamics of the number of unemployed persons in Ukraine according to the ILO methodology at the age of 15–70 years, economically active population and the current population, millions of people, 2014 - 2019 years, without taking into account the occupied territories (Crimea, Sevastopol, parts of Donbass)

Source:[12]

Summarizing different interpretations of “sustainable development” concept, it can be defined as a general concept, requiring to establish balance between satisfying current needs of people and protecting interests of future generations, ensuring their necessity for safe and healthy environment.

We consider it important to show relationships between goals of marketing 3.0., social entrepreneurship and sustainable development schematically (Fig. 2).

On September 15, 2017, the Government of Ukraine presented National Report “Sustainable Development Goals: Ukraine”, which contained basic indicators for achieving 17 sustainable development goals (SDGs) [13].

Social entrepreneurship is an entrepreneurial activity aimed at innovative, significant and positive change in society. In other words, it is an entrepreneurial activity that aims to achieve social goals by directing a significant share of income to non-commercial problems [7].

Social entrepreneurship development is a profitable tool for the economy of any country, because this type of activity allows to reduce amount of public expenditures allocated to solving problems of socially unprotected population groups, their employment, as well as social adaptation, which fully corresponds to the concept of marketing 3.0.

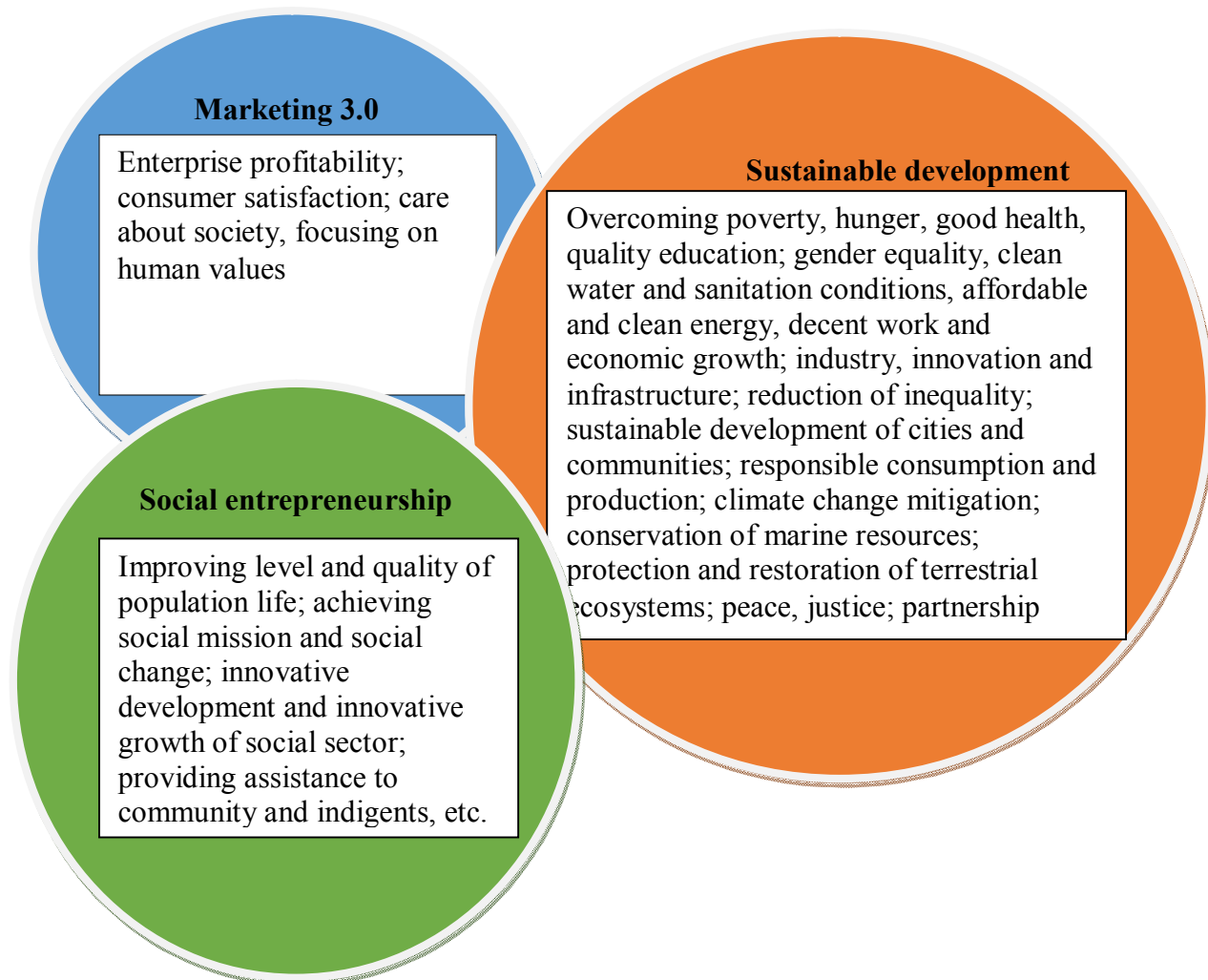


Fig. 2. The relationship of goals of marketing 3.0., social entrepreneurship and sustainable development

Source: developed by the authors

In modern market conditions, social enterprises are developing rapidly in European Union, providing solutions to unemployment, social protection and public inclusion. Social entrepreneurship is recognized in the world as a specific type of entrepreneurship that aims to create social and economic benefits. Despite its relatively young age (about 25 years old), social entrepreneurship has already spread significantly in the world and has taken an important place along with corporate social responsibility, charity and venture philanthropy. Of course, we can name many successful practices from foreign experience for creation and operation of social enterprises, which achieve significant financial results, contribute to a large social synergy effect and cooperate with local authorities and community members [3].

In Ukraine, social entrepreneurship is also developing and solving socio-economic problems of individual communities and the whole country. In long-term perspective, social entrepreneurship, with real and effective support from the state, can become a powerful tool in achieving global sustainable development goals within Ukraine. Thus, Ukraine takes the first place in Europe in terms of mortality from diseases associated with poor nutrition and passive lifestyle. Overall mortality rate in the country is almost twice as high as in European Union, so it is important to achieve global goal of sustainable development №3 - Maintaining good health. In recent years, problems of environmental friendliness in conducting economic activities have become extremely important in Ukraine, so implementation of global goal of sustainable

development № 13 is becoming relevant – Actions against climate change. An example of how social enterprises contribute to realization of this goal are enterprises included in Catalog of social enterprises of Ukraine [1].

It is worth emphasizing that social entrepreneurship can already become a powerful mechanism for achieving environmental component of sustainable development, as its key points include achieving social well-being while improving quality of environment. It is social entrepreneurship that acts as a mechanism for stimulating positive social change in society. Social entrepreneurship can also ensure solving problems of the poorest people survival helping them break the poverty line through inclusive employment while achieving global goal of sustainable development №1 – Eliminating Poverty in all its forms and everywhere.

Increasing active position of citizens by creating social enterprises at level of cooperation with government will give opportunity to solve the most pressing problem in Ukraine - building a state and civil society, which is a target in a great number of legislative documents [14-19]. Implementation of entrepreneurial approach in the process of solving social problems will allow less hope and focus on state budget, which is characterized by a constant shortage of funds for social and environmental programs, and will provide stable support to socially vulnerable groups, which will move social entrepreneurship development in Ukraine [4].

During social entrepreneurship development, the following issues are undoubtedly important: peculiarities of social enterprises registration and conditions of their activities in Ukraine; development of concepts and business plan of such economic entities [20-27].

Taking into account the practice, the main obstacle to functioning and conducting social entrepreneurship in Ukraine is financing of these business entities, which arises not only at the beginning of social enterprise activity, but also covers the stage of expanding already successful project.

Today, fundraising is the opportunity to provide funding for social projects – that is raising funds from citizens, businesses or state to non-profit sector, including charity and social entrepreneurship.

Despite the lack of legislation and documents on regulation and support of social entrepreneurship in Ukraine, this activity is in growing demand every year. Chosen by Ukraine pro-European integration makes an unspoken demand for the country's leadership to create mechanism to support social entrepreneurship in the country. Because social enterprises in their activities use motives of both direct economic benefit and achievement of social effect. Moreover, mainly 20-30% of profit are used to cover enterprise costs, and remaining 70-80% – for implementation of certain social actions and projects.

Conclusions. Social entrepreneurship is a relatively new specific socio-economic phenomenon, which is caused by such phenomena as high unemployment, low funding of social sector, low security and overall quality of life. Social enterprises have become an acceptable mechanism for solving socio-economic problems, as they are developing and expanding new tools to achieve global goals for sustainable development at local level.

Social entrepreneurship has opportunity to involve socially vulnerable population groups in public life and at the same time to provide them with work. Also, this type of activity expands activity of citizens who can not solve their own problems themselves and take responsibility for their standard of living. Social entrepreneurship today is aimed at positive social changes and providing basic human needs in optimal way, which is the goal of marketing 3.0 concept.

Further research of social entrepreneurship phenomenon should be conducted in the field of solving the problem for state support of social initiative of enterprises to achieve the goals of sustainable development, not only in a particular sector, but in general – in the whole country, i.e. at legislative level.

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