

SECTION 1.

ECONOMIC THEORY, MACRO- AND REGIONAL ECONOMY

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ENTREPRENEURSHIP DEVELOPMENT IN THE REGIONS: CHALLENGES AND SUPPORT MECHANISMS

The relevance of the study is обусловлена the need to ensure sustainable socio-economic development of regions in the context of economic transformation, intensifying global competition, and the impact of crisis phenomena, particularly wartime challenges. The development of entrepreneurship is one of the key drivers of economic growth, job creation, increased innovation activity, and strengthening the financial capacity of regions. Of particular importance is the search for modern approaches and instruments to support entrepreneurship development at the regional level, which would enhance regional competitiveness, stimulate investment activity, and foster a favorable business environment. This necessitates a comprehensive study of the problems and opportunities of entrepreneurship development in regions and the substantiation of effective mechanisms for its support.

Under current conditions, the development of entrepreneurship at the regional level is accompanied by a number of systemic problems that constrain its efficiency and dynamics [1–2]. First, a significant obstacle is the instability of the economic environment, caused by macroeconomic imbalances, wartime risks, and a high level of uncertainty. This complicates long-term business planning and reduces investment activity. Second, there is limited access to financial resources, manifested in the high cost of credit, insufficient development of alternative financing sources, and a low level of state financial support for businesses, especially for small and medium-sized enterprises. Third, an important issue is the insufficient development of entrepreneurship support infrastructure, including business incubators, technology parks, consulting, and information centers, which

limits opportunities for business creation and scaling.

It is also important to highlight the fragmentation and insufficient integration of information and analytical resources, which complicates entrepreneurs' access to up-to-date, reliable, and systematized information necessary for effective managerial decision-making. Another significant issue is the imperfection of the regulatory environment, manifested in excessive administrative burden, the complexity of permitting procedures, and the instability of the regulatory framework. In addition, there is a low level of digital and entrepreneurial competence, which limits the ability of business entities to adapt to the modern conditions of economic digitalization and to utilize innovative development tools.

It is also worth noting the uneven regional development, which leads to disparities in access to resources, infrastructure, and markets, thereby negatively affecting the competitiveness of individual territories. These problems are complex in nature and require a systematic approach to their resolution through the improvement of institutional mechanisms, the development of information and analytical support, and the implementation of modern instruments for entrepreneurship support.

To overcome existing challenges and stimulate entrepreneurial activity at the regional level, it is advisable to apply a комплекс of modern instruments for the support and development of entrepreneurship:

- improvement of financial and credit support, which предусматривает expanding access to preferential lending, government grant programs, microfinance mechanisms, as well as the development of alternative financing sources such as venture capital and crowdfunding;
- development of entrepreneurship support infrastructure, including the creation and modernization of business incubators, technology parks, industrial parks, entrepreneurship support centers, and cluster associations, which contribute to enhancing business competitiveness;
- digitalization of entrepreneurial activity and implementation of modern information and analytical systems, including the development of electronic services, digital platforms, open databases, and analytical tools to support managerial decision-making;
- improvement of the regulatory environment, which involves deregulation, simplification of administrative procedures, digitalization of public services, and ensuring the stability of the regulatory framework;
- enhancement of entrepreneurial and digital competencies, implemented through educational programs, training, consulting services, the development of

entrepreneurial culture, and support for innovation activities.

In addition, it is advisable to stimulate investment activity at the regional level, in particular through the formation of a favorable investment climate, the development of public-private partnerships, and the establishment of special economic zones and industrial parks. Another important instrument is the development of mechanisms for interaction between business, government, and scientific institutions, which contributes to the formation of an effective entrepreneurial ecosystem, knowledge exchange, and the implementation of innovations.

Thus, the comprehensive application of these instruments ensures increased efficiency in the development of entrepreneurship at the regional level, contributes to strengthening the economic potential of regions, and promotes the formation of a sustainable business environment.

References:

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