

SECTION 1.

ENTREPRENEURSHIP, TRADE AND SERVICE SECTOR

Kiselhof Evgeny

PhD Student, Department of Entrepreneurship and Business Administration
O. M. Beketov National University of Urban Economy in Kharkiv, Ukraine

Scientific Supervisor: Dymchenko Olena 

Doctor of Economic Sciences, Professor
O. M. Beketov National University of Urban Economy in Kharkiv, Ukraine

INFORMATION AND ANALYTICAL SUPPORT FOR THE PROMOTION AND DEVELOPMENT OF ENTREPRENEURSHIP AT THE REGIONAL LEVEL

In the contemporary context of economic transformation and intensifying competition, the development of entrepreneurship at the regional level largely depends on the effectiveness of information and analytical support. The availability of high-quality, timely, and reliable information is a key prerequisite for making well-founded managerial decisions, fostering a favorable business environment, and stimulating entrepreneurial activity. In the conditions of economic digitalization, information is becoming a strategic resource that determines the competitive advantages of regions and business entities [1–2].

It should be noted that information and analytical support for the promotion and development of entrepreneurship should be considered as a system for collecting, processing, analyzing, and disseminating information necessary for business entities, public authorities, and local self-government bodies. Such a system includes statistical data, analytical reviews, forecast assessments, information on market conditions, investment opportunities, the regulatory environment, and other aspects affecting business operations. Ensuring the integration of these information flows is essential, as it helps avoid data duplication and enhances the efficiency of their use.

An important component of information and analytical support is the development of an effective information infrastructure, which involves the creation of digital platforms, databases, electronic services, and information portals for entrepreneurs. This contributes to improving information accessibility, reducing administrative barriers, and ensuring transparency in the interaction between

business and government. Moreover, the development of e-government and the implementation of open data principles create additional opportunities for entrepreneurs in the process of making managerial and investment decisions [3].

A special role is played by the analytical component, which involves the use of modern methods of data analysis, forecasting, and modeling of socio-economic processes. The application of such tools makes it possible to assess trends in entrepreneurial development, identify problem areas, determine priority directions of support, and formulate effective regional policies in the field of entrepreneurship. The use of Big Data technologies, business intelligence (BI), and artificial intelligence significantly expands the capabilities of analytical support and improves the accuracy of forecasts.

At the same time, an important area is ensuring feedback between business entities and public authorities, which allows for prompt responses to changes in the business environment and the adaptation of regional entrepreneurship support policies. Such interaction contributes to increasing trust in public institutions, fostering partnership relations, and creating a favorable investment climate in the regions [4].

Despite the existing positive developments, information and analytical support for entrepreneurship development at the regional level is characterized by a number of challenges, including the fragmentation of information resources, insufficient integration, limited access to up-to-date data, as well as an inadequate level of digital literacy among entrepreneurs. This necessitates the improvement of approaches to the formation of information and analytical systems, their adaptation to contemporary challenges, and the implementation of innovative technologies.

Thus, effective information and analytical support serves as a key factor in the development of entrepreneurship at the regional level, contributing to the improvement of managerial decision-making quality, the intensification of investment activity, and the achievement of sustainable socio-economic development of regions.

References:

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