

incubators at universities; include topics not only on sources of business finance, financial management, the tax system and business management, but also on personnel management, team building, business psychological aspects and motivation in the curriculum of study programmes. Special attention should be paid to the development of practical skills and to the development of students' own enterprises during the study period, strengthening theoretical knowledge.

For the Latvian Venture Capital Association (LVCA), the Latvian Business Angel Network (LATBAN), and the financial institution ALTUM, it would be advisable to: provide broader information to young entrepreneurs about the possibilities of venture capital funds and business angels as appropriate sources of funding in the early stages of entrepreneurship.

T. Mkrtchyan, Dr. of Economics, As. Prof. (*ASUE, Armenia*)

D. Galoyan, Dr. of Economics, Prof. (*ASUE, Armenia*)

PROBLEMS OF THE DEVELOPMENT OF YOUTH ENTREPRENEURSHIP IN THE REPUBLIC OF ARMENIA

The Eastern Partnership, launched in 2009 as a joint political initiative, aims to deepen and strengthen relations between the European Union, its member states and its six eastern neighbors: Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine. As part of this cooperation, all partners have committed to make concrete improvements in the daily lives of citizens, concentrating their efforts on achieving 20 results by 2020.

One of the priorities in the framework of cooperation between the EU and the Eastern Partnership is the support and empowerment of the younger generation, especially in terms of developing their skills and promoting employment.

According to the EU press release, significant progress was achieved in promoting SME growth, attracting investment, creating jobs in new sectors, and expanding trade opportunities by opening access to new markets.

At the same time, increasing investment in the employment of young people, developing their skills and activating youth entrepreneurship is one of the key vectors of interaction between the EU and the Eastern Partnership countries. Youth unemployment is one of the main problems of most post-Soviet countries. The Eastern Partnership countries are no exception; in three of them – Armenia, Georgia and Ukraine, the youth unemployment rate is critically high.

According to the National Statistical Committee of the Republic of Armenia, in 2017 the unemployment rate was 17.8%, and one third of all unemployed are young people. A number of economic studies indicate that unemployment problems have a negative impact on the sustainability and ability of young people to survive in a dynamic and demanding labor market, on their future income.

Considering that young people are the most physically, economically, socially active part of the population, they have innovative potential and mobility, the development (encouragement) of youth entrepreneurship for job creation and sustainable development should become a priority policy of the Republic of Armenia.

The purpose of this study is to assess the degree of favorableness of the business environment for the development of youth entrepreneurship in the Republic of Armenia in comparison with other Eastern Partnership countries, identifying barriers and difficulties that Armenian youth face in translating creative ideas into real business.

The study used theoretical (analysis and synthesis, induction and deduction, generalization) and empirical methods. In order to achieve the goal, set the methods of analytical diagnostics, content analysis, observation, statistical analysis, grouping, questioning and interpretation of results were used.

In order to realize the goal of the study based on the analysis of the degree of favorableness of the business environment for the development of youth entrepreneurship in the Republic of Armenia in comparison with other Eastern Partnership countries, as well as identifying the barriers and difficulties that Armenian youth face in translating creative ideas into real business, the following conclusions are made:

1. Armenia, according to the rating of favorable business conditions, has lost its position in comparison with the previous year and occupies 47th place in the overall rating. In terms of individual indicators, the RA shows the lag among the countries of the Eastern Partnership on the criteria of “obtaining building permits”, “protecting minority investors”, “taxation”, “insolvency resolution”.

2. The most effective tools for influencing the improvement of Armenia’s positions on these indicators are: a reduction in the number of procedures and deadlines for obtaining building permits; implementation of mechanisms to improve the security of minority shareholders; reduction of the tax burden, reduction of time required for passing an income tax and VAT audit; reduction of time required to recover funds, improving the efficiency of insolvency proceedings.

3. The study indicates the presence of a number of factors that restrain and limit the flexibility of the regulatory system applicable to doing business in Armenia, and also provides a more complete picture of the

business environment in the country and contribute to the identification of new areas for developing reform programs.

4. On the basis of the conducted research on the attitude of young people towards entrepreneurship and the conditions for its development in the Republic of Armenia, it has been established that the main barriers hindering the development of youth entrepreneurship are: lack of (limited) start-up capital; lack of courage to take the first step; lack of knowledge and lack of experience; lack of business idea and business plan. In addition, the Armenian youth consider the lack of connections, underdevelopment or lack of material and technical base, lack of awareness or ineffectiveness of business support programs as factors hindering the opening of a business.

М.С. Гавенко, асп. (*ХНУ, Хмельницький*)

ОСОБЛИВОСТІ ФОРМУВАННЯ СИСТЕМИ ОЦІНЮВАННЯ КОНКУРЕНТНОЇ ПОЗИЦІЇ ПІДПРИЄМСТВА

Внутрішній конкурентний потенціал підприємств роздрібної торгівлі канцтоварами формується та розвивається під впливом факторів мікросередовища (ринкова позиція, взаємодія з контактними аудиторіями), яке закладає базис для формування різних видів його поведінки. Через те, інноваційність конкурентних переваг набувається за рахунок поєднання:

- існуючого (статичного, позиційного) потенціалу, який формується на оперативному рівні як результат адаптаційного функціонування підприємства;
- динамічного потенціалу, що формується на стратегічному рівні та виступає резервом для підтримки існуючого потенціалу, пусковим механізмом еволюціонування підприємства на основі імплементації інновацій, знань в сфері його діяльності.

Забезпечення конкурентоспроможності полягає у дослідженні потреб споживачів та їх розвиток; оцінці поведінки та можливостей конкурентів; дослідженні розвитку ринку; дослідженні середовища, виготовлення товару, що перевершував би товар конкурента [1].

Оскільки серед вчених не склалося однотайного підходу до системи показників та їх можливості не тільки оцінити рівень конкурентоспроможності, а й уможливити процес управління пріоритетними складовими конкурентоспроможності, важливим є формування системи оцінювання конкурентної позиції та визначення джерела конкурентних переваг підприємств торгівлі та розробка наукового підходу й методики до їх аналізу.