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ПІДПРИЄМНИЦЬКІ НАВИЧКИ УКРАЇНСЬКОЇ МОЛОДІ: АНАЛІЗ ТА ВЕКТОРИ ЗАБЕЗПЕЧЕННЯ

Під підприємництвом ми маємо на увазі сукупність знань, навичок ведення бізнесу, інтелекту, творчості та інших характеристик підприємницького потенціалу людини, які в процесі трансформації дають можливість ефективно генерувати стартапи (бізнес-ідеї) для створення власного бізнесу або його урізноманітнення.

Метою статті є дослідження підприємницьких навичок молоді, її підприємницької ініціативності як необхідних атрибутів формування ефективного підприємницького середовища. Розроблено методологію дослідження підприємницьких навичок молоді, що складається з таких етапів: визначення мети оцінки підприємницьких навичок молоді; вибір методів дослідження; визначення концепції оцінки підприємницьких навичок молоді; вибір структурних елементів оцінки підприємницьких навичок молоді; визначення ефекту.

Методами оцінки підприємницьких навичок молоді є соціологічні (оцінка соціологічних досліджень на предмет визначення стимулів до відкриття власного бізнесу, труднощів у веденні підприємницької діяльності тощо), метод порівняльного аналізу (підприємницька активність молоді різного віку, порівняння категорій), метод критерію (з використанням системи оцінки навичок підприємницької діяльності у молоді).

Результати. Аналізуючи економічно активне населення України, слід зазначити факт зменшення кількості економічно активного населення в його загальній чисельності. Наслідком цього є збільшення демографічного навантаження на економічно активну частину населення. У 2018 році найбільш затребуваними професіями серед молоді були ІТ-спеціалісти, менеджери та торгові працівники, маркетологи та бухгалтери, менеджери з персоналу, медичний персонал, службовці (особливо це стосується студентів та молодих людей без досвіду), адміністративний персонал.

Практичне значення. За результатами аналізу можемо спостерігати високий рівень потенціалу молоді для створення власного бізнесу та водночас недостатній рівень реалізації їхніх підприємницьких навичок.

Ключові слова: підприємницькі навички; ініціативність підприємництва; Україна; потенціал молоді; економічно активне населення; ініціативність молоді.

1. Introduction

In the economy decentralization context, accompanied by transformation processes, regional asymmetries and increased disintegration of virtually all economic phenomena and processes, the level of development of the state increasingly depends on the entrepreneurial skills and initiative of the youth, the ability to turn the business idea into a successful business. In confirmation of the disintegration of economic phenomena and processes there is the following dynamics of indicators for the 2010-2017 period: the gross domestic product of Ukraine decreased from 136419 million USA dollars. in 2010 to 112154 million USA dollars in 2017, where the overall decline was 17,7% [1]; the population decreased from 45778,5 thousand people in 2010 to 42386,4 thousand people in 2017, where the deviation was – 7,4% [2]; the unemployment rate increased from 8,8% in 2010 to 9,9% in 2017 [2]; the balance of migration of the economically active population increased in 2017 compared to 2010 by 14,1 thousand people (in 2010, the balance of migration amounted to 16,1 thousand people, in 2017, the migration increase was 12 thousand people) [3]. All this was the result of the lack of a well-balanced state policy in support of small and medium-sized businesses, youth incentives to open their own business in Ukraine. The decision of entrepreneurship development problems in the economy sectors will promote the formation of entrepreneurial youth skills, realization of their entrepreneurial potential, the development of innovative technologies of education and science, in particular – economic business education of youth, designed for self- realization and practical orientation of future young professionals. The urgency and significance of this study is conditioned by the ineffective use of the existing entrepreneurial potential of young people both in the regional context and country as a whole, the lack of well-considered technologies for choosing a business model for the development of territories, increased social tension due to high unemployment in Ukraine, etc.

Complexity, insufficient study and unresolved methodological and applied levels of providing entrepreneurship development issues, creating conditions for the implementation of entrepreneurial youth skills, the need for effective use of entrepreneurial potential under economic decentralization conditions determine the need for solving the above-mentioned problems.

2. Brief Literature Review

The features of the entrepreneurial potential, the success of the entrepreneur and its impact on regional development are considered in the paper of L. Carvalho (2016) [4]. In the study of I. Hamburg and A. David

(2017) great attention is paid to development of entrepreneurial skills, special groups of entrepreneurs and entrepreneurial spirit of the young people. Considerable attention is paid to the foreign experience of the development of entrepreneurial skills. The team of authors J. Unger, A. Rauch, M. Frese, N. Rosenbusch (2011) [6] investigated the relationship of entrepreneurial success and human capital.

D. Turker and S. Sonmez Selçuk (2009) [7] determine the factors of influence on the entrepreneurial activity of students. Athayde (2009) [8] reveals the features of assessing the entrepreneurial potential of young people. The influence of education on the results of entrepreneurial activity is investigated in the article of H. Matlay [9]. H. Oosterbeek, M. Van Praag,

A. Ijsselstein (2010) [10] analyzed the influence of the leading programs of business education on entrepreneurship skills and motivation using an instrumental variables approach. The influence of entrepreneurial skills and values on the entrepreneurial activity of young people is described in detail in the paper of F. Linan (2008) [11].

Regional variations in entrepreneurial cognitions are the target of the research of the authors F. Liñán, Urbano D., Guerrero M. (2011) [12], which form the model of entrepreneurial intentions based on a planned approach to behaviour, institutional economics and social capital theory.

P. Jaskiewicz, J. Combs, S. Rau (2015) [13] noted the features of the entrepreneurial heritage, proving that some family firms develop trans-generative entrepreneurship. The model of education proposed by M. Fretschner and S. Weber (2013) [14] allows to measure and establish the effect of awareness raising on the conduct of business.

N. Ahmad, R. Seymour (2008) [15] form the definition of entrepreneur, enterprise, entrepreneurship and entrepreneurial skills. This is detailed in the article of D. Isenberg (2010) [16], where the concept of formation of the entrepreneurial revolution is disclosed. In turn, C. Schlaegel, M. Koenig (2014) [17] define the determinants of entrepreneurial intentions of young people.

The regional entrepreneurial skills studios creation concept, objective patterns and theoretical foundations for regional entrepreneurial skills studios creation under the of economy decentralization conditions is disclosed in the I. Krivovozyuk work [18]; the essence and characteristic features of entrepreneurial potential as an important indicator of the implementation of entrepreneurial skills of youth; mechanisms of the implementation of startups as a form of development of innovation entrepreneurship is highlighted in the work of K. Oksenyuk [19]; youth entrepreneurship readiness is accentuated in [20]; the mechanism of regional entrepreneurial skills studios creation under the of economy decentralization conditions is considered in [21].

However, the arsenal of such studies does not fully reveal the peculiarities of the entrepreneurial youth skills formation, the mechanisms for stimulating them to realize entrepreneurial potential. Entrepreneurial skills both in theoretical and practical aspects is a complex dynamic category and

a system where the assessment of its constituent elements requires the use of an integrated and systematic approach, the application of an appropriate research methodology. Under entrepreneurship, we mean a set of knowledge, skills, business skills, intelligence, creativity, and other characteristics of the entrepreneurial potential of a person who, in the process of transformation, has the ability to effectively generate in startups (business ideas) to create his own business, or to diversify business.

3. The purpose of the article is a research of entrepreneurial mastery of young people, their enterprise initiativeness as necessary attributes for forming the effective enterprise environment.

4. Results

We will study the entrepreneurial skills of youth, their entrepreneurial initiative as the necessary attributes of an effective business environment formation, and the creation of a competitive economy at the national level as a result. The methodology of this study is shown in Figure 1.

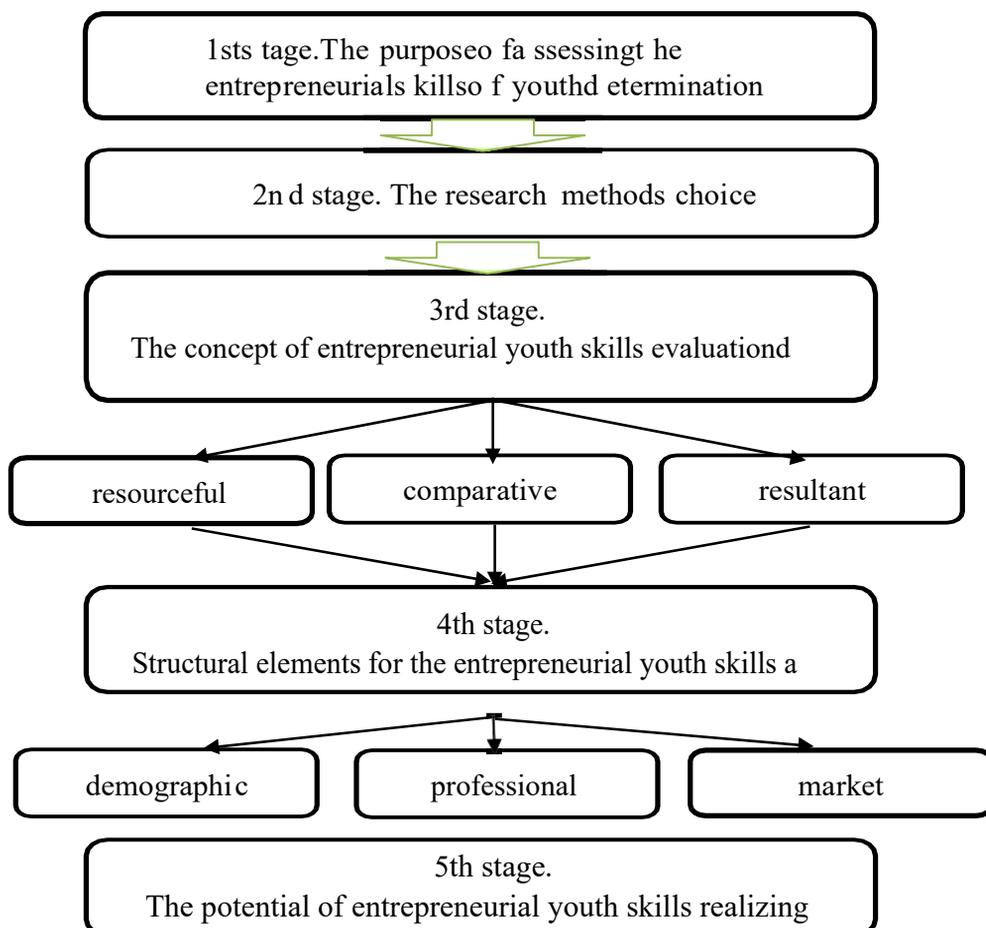


Fig. 1. The research (evaluation) of entrepreneurial youth skills methodology Source: Compiled by the authors

The purpose of assessing the entrepreneurial skills of young people is to determine its entrepreneurial potential for the implementation of business ideas into real practice (1st stage of the study).

The methods of assessing the entrepreneurial skills of youth (2nd stage) are sociological (assessment of sociological research on the subject of determining incentives to open their own business, difficulties in conducting business activities, etc.), the method of comparative analysis (entrepreneurial youth activity of different age categories comparison), criterion (using the system of indicators and indicators of entrepreneurial youth skills evaluation).

When assessing entrepreneurial youth we will use the following concepts (3rd Stage):

- resourceful, the use of which will allow to estimate the demographic component of entrepreneurial youth skills;
- comparative, determining the level of entrepreneurial youth of different age groups skills and comparing them. (15-24 years, 25-29 years, 30-34 years);
- resultant, the application of which will allow to obtain the result in the form of the involvement of young people in entrepreneurship level.

The component structure of entrepreneurial skills can be represented as a system consisting of such interconnected elements (4th stage): demographic (the number and structure of the economically active population, the size and structure of youth), professional (division by profession), market (demand and supply on the labor market, employment, unemployment). To assess the entrepreneurial youth skills, as a result of the development of the national economy, its innovative component it is important to know the patterns, trends and age structure of the population, the proportion of able-bodied population in the whole population, the proportion of young people in the structure of the economically active population.

Analyzing the economically active population of Ukraine, it should be noted that the fact of reducing the number of economically active population in the total population, as evidenced by the dynamics of indicators, is shown in Table 1. The consequence is the increase in the demographic burden on the economically active part of the population, whose level in 2017 the country as a whole was 632 people.

Tab. 1. Dynamics of economically active population in Ukraine at the age of 15 -70 years for the 2010-2017 period years

	2010	2011	2012	2013	2014	2015	2016	2017
The number of economically active population, thou people	22051,6	22056,9	22011,5	21980,6	19920,9	18097,9	17955,1	17854,4
Share of population, %	63,7	63,7	64,6	65,0	62,4	62,4	62,2	61,1

Source: Compiled by the authors based [22; 23]

The number of economically active population in Ukraine in 2017 amounted to 17854,4 thousand people, which is 4197,2 thousand fewer than in 2010, or 19%. On the other hand, according to the State Statistics Service of Ukraine, the number of economically active young people in the age group from 15 to 34 (by age groups) during the years 2000-2017 also tended to decrease (Table 2).

Tab. 2. Dynamics of economically active population in Ukraine aged 15 -34 (by age groups) for the 2010-2017 period

	2010	2015	2016	2017
The number of economically active population in the 15-24 age group, thousand people	5622,4	1615,7	1484,3	1384,9
The number of economically active people aged 25- 29 years, thousand people	2801,3	2563,8	2433,5	2308,0
The number of economically active population aged 30-34 years, thousand people	2789,9	2609,6	2633,1	2718,7

Source: Compiled by the authors based: [24]

The number of economically active population in 2017 compared to 2010 at the age of 15 - 24 decreased by 4237,5 thousand people (75,3%); at the age of 25-29 years, the absolute deviation was (-493,3) thousand people, or 17,6%; at the age of 30-34, the number of economically active population decreased by – 71,2 thousand people, or by 2,5%. As we see, the largest reduction of the economically active population occurred for the age group of 15-24 years. At the same time it is the young people who make up a significant proportion of the economically active population (38-39%).

The dynamics of the proportion of the economically active population by age for the period 2010-2017 is shown in Table 3. The level of the economically active population by age group in 2017 is shown in Figure 2.

Tab. 3. Specific weight of economically active population by age for the 2010-2017 period

	2010	2011	2012	2013	2014	2015	2016	2017
Share of economically active population aged 15-24,% of the total population of the corresponding age	76,8	76,7	74,5	71,6	69,7	36,3	35,1	34,4
Share of economically active population aged 25-29 years, in% of the total population of the corresponding age	83,4	79,7	81,5	80,8	80,5	80,8	79,0	78,6
Share of economically active population aged 30-34 years, in% of the total population of the corresponding age	86,0	83,0	83,3	83,9	82,6	82,3	82,0	82,7

Source: Compiled by the authors based: [24]

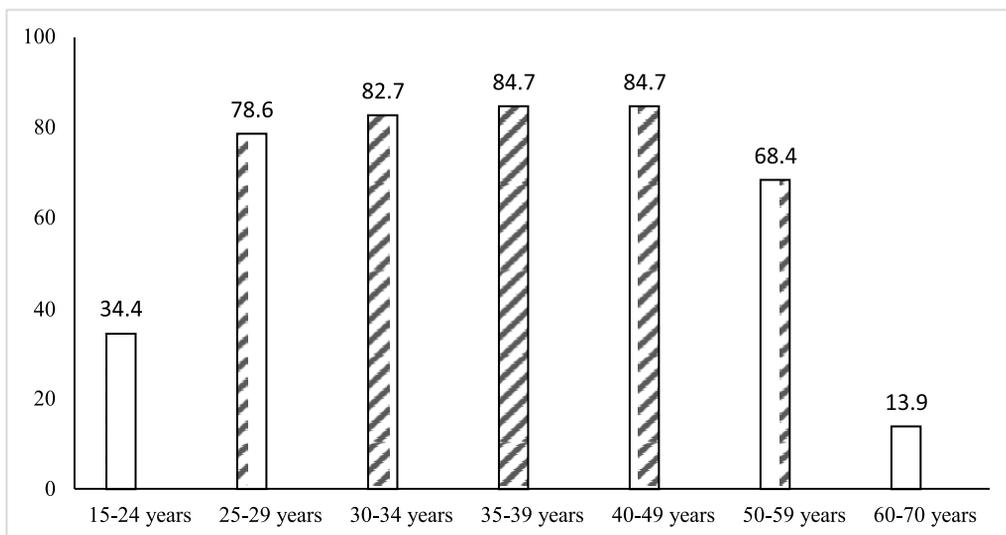


Fig. 2. The economic activity of the population by age groups in 2017 level

Source: Compiled by the authors

The most able-bodied part of the population falls into the age category of 30-34 years, the share of which varies within 82-86% of the given age population. At the same time, we can observe the negative dynamics of the annual decrease in the proportion of able-bodied population in all age groups of young people. The largest decrease is observed among the population aged 15-24 years. This situation adversely affects the entrepreneurial potential of the national economy, reduces the potential of the younger generation to generate startups and does not allow for the formation of an effective business environment.

An important area for assessing the entrepreneurial youth skills is the employment (self-employment) level analysis and the level of unemployment, both in general and professions. The dynamics of the employment rate and the unemployment rate of the economically active population by age groups are presented in Table 4. The employment and unemployment rate of young people by age category is shown in Figures 3 and 4.

Tab. 4. The employment and unemployment rate dynamics by youth age groups for the 2010-2017 period

Age groups	2010	2015	2016	2017
<i>Employment level</i>				
15-24 years, thousand people	33,5	28,2	27,0	27,9
25-29 years, thousand people	72,0	71,8	69,8	69,7
30-34 years, thousand people	76,8	74,3	74,7	74,6

<i>Unemployment level</i>				
15-24 years, thousand people	17,4	22,4	23,0	18,9
25-29 years, thousand people	9,9	11,2	11,7	11,3
30-34 years, thousand people	7,9	9,7	8,9	9,8

Source: Compiled by the authors based: [25, 26]

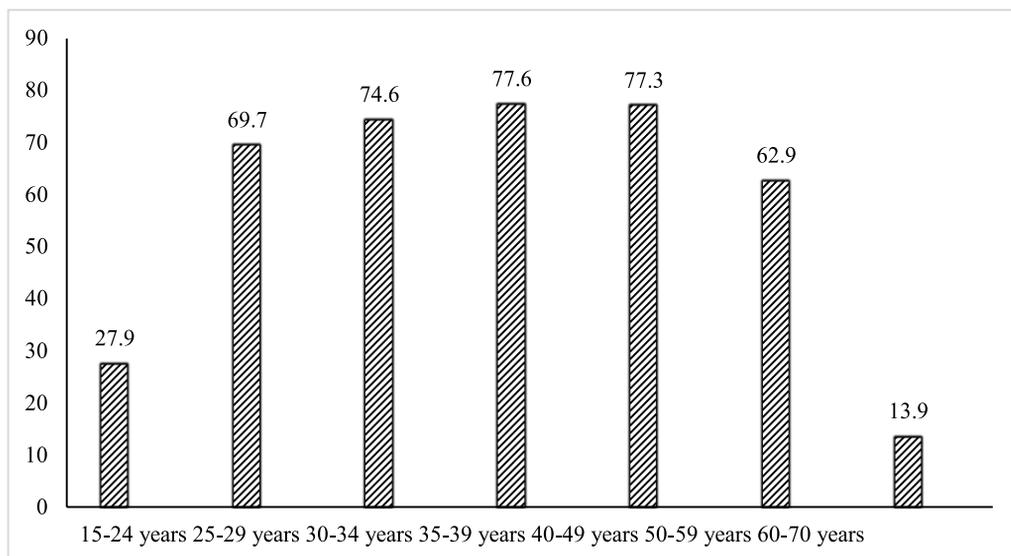


Fig.3. Employment rate by age group in 2017

Source: Compiled by the authors

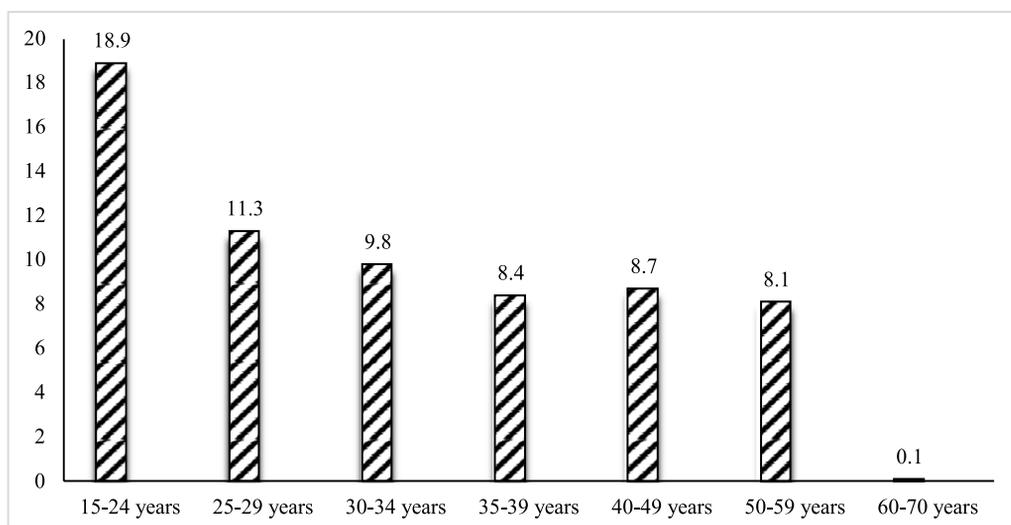


Fig.4. Unemployment rate by age group in 2017

Source: Compiled by the authors

The highest employment rates among young people are observed at the age of 30-34 years, respectively, for this category and the lowest unemployment rate. This indicates that they are characterized by a «peak» of intellectual and physical growth, the maximum realization of professionalism, knowledge, skills, practical skills and other characteristics of the potential. That is, young people aged 30-34 have a high level of entrepreneurial skills, which is the result of the above-mentioned characteristics. The most demanded professions in 2017 are the Classifier of Occupations are workers in the sphere of trade and services (427 thousand people are employed at the age of 30-34, 361,5 thousand persons at the age of 25-29 years, 224,2 thousand people at the age of 15 -24 years); professionals (employed 533 persons aged 30-34 years, 427,1 thousand people aged 25-29 years, 144,2 thousand people aged 15-24) [27]. At the same time, the smallest demand is for such professions as skilled workers of agriculture and forestry, fish farming and fishing (15,4 thousand people aged 30-34 years old, 15,2 thousand people aged 25-29, 11,1 thousand persons aged 15-24) and technical staff (74,7 thousand people are employed at the age of 30-34; 72,2 thousand persons at the age of 25-29; 47 thousand persons aged 15-24)) [27], due to low wages and a low level of prestige of these professions. In 2018, the most sought after professions among young people were IT professionals, managers and trade workers, marketers and accountants, HR managers (HR manager), medical staff, service workers (especially relevant for students and younger generations without experience), administrative staff [28]. In addition, according to the results of the admission campaign, the Ministry of Education and Science of Ukraine highlighted TOP 10 of the most popular occupations among the admissions in Ukraine, which confirms the fact that the highest level of employment of these professions (Figure 5).

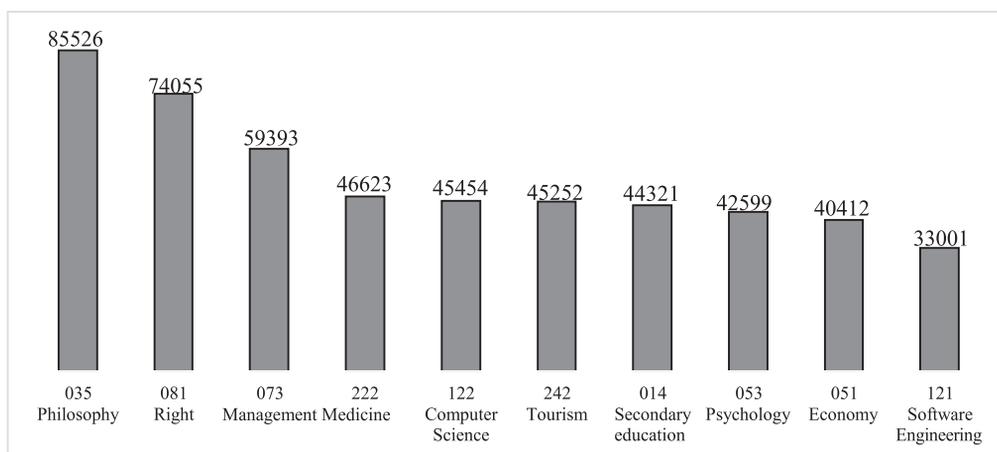


Fig.5. TOP 10 most popular occupations among the entrants in Ukraine

Source: Compiled by the authors based [29]

The analysis of employment by employment status will allow to identify the entrepreneurial skills of young people, their entrepreneurial activity

and entrepreneurial skills. The employed population by employment status in 2012 and 2017 structure is as follows (Table 5, Figure 6).

Tab 5. The employed population by an employment status structure, %

Employment status	2012	2017
Employed	81,2	84,1
Self-employed	17,4	14,7
Employers	1	0,9
Free-working family members	0,4	0,3

Source: Compiled by the authors based [30, 31]

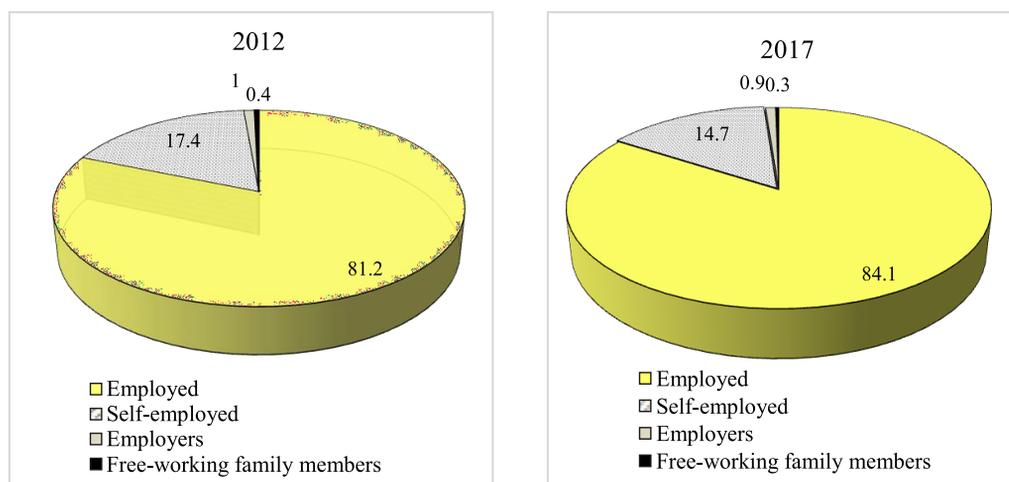


Fig.6. The employed population by an employment status structure in 2012 and 2017

Source: Compiled by the authors

The structure of the employed population by status analysis shows that the largest share is made by employed persons, where their share increased to 84,1% in 2017; instead, the share of self-employed persons decreased from 17,4% in 2012 to 14,7% in 2017. As you can see, there is a decline in youth self-employment rates. The reasons for this state are based on the results of a sociological study conducted by the Institute of Demography and Social Studies named by M.V. Ptuha are competition on the market (43,8% of respondents), insufficient amount of financial resources (18,8% of respondents). At the same time, the main incentives to ensure self-employment among respondents are the desire for independence (35,3%) and a higher level of income (27,8%) [32]. According to Amway’s Global Research

on Entrepreneurship, in partnership with the Department of Strategy and Organization of the Technical.

University of Munich (Germany), the main motives of Ukrainians to create their own business is the possibility of additional income (31%), the opportunity to realize their ideas (22%), independence from the employer (13%) [32]. Among the age groups, young people under the age of 35 are the most active in creating their own affairs, which confirms the fact of the presence of entrepreneurial skills among this population. The indicator of a positive attitude towards entrepreneurship in Ukraine is 63% (for comparison, this indicator is 75% in the world), and the index of youth entrepreneurship is 50, which is the highest value among all age groups in Ukraine [33].

According to the analysis results, we can observe a high level of youth potential to create their own business, and at the same time, insufficient level of implementation of their entrepreneurial skills. This indicates, on the one hand, the absence and ineffectiveness of the state policy in the field of providing youth self-employment, on the other – not enough motivation of the young generation to realize their own ideas. The state policy should promote the entrepreneurial potential of young people, promote professions and educational programs, create favorable conditions for the opening and running of their own affairs, powerful and efficient regional centers for supporting entrepreneurial initiatives, provide a system for financing business development, etc.

5. Conclusions

The development of entrepreneurial youth skills in various sectors of the economy will be facilitated by the activation of innovative technologies of education and science, in particular – economic business education of students, designed for self-realization and practical orientation of future young professionals. On the other hand, entrepreneurial skills of young people are formed in the appropriate business environment, which is represented by a set of intellectual resources for the creation of startups, business models, business technologies for entrepreneurship, business entities (entrepreneurs) as participants in the investment process for entrepreneurial potential at micro, meso- and macro levels improving use. Business environment structural elements will be:

- academic environment, presented by educational institutions, scientific institutions, etc.;
- business structures that form entities of entrepreneurial activity of different types and forms of operation;
- investors who are «donors” of investment resources for business development.

Therefore, the issue of forming a holistic and open system of creation of transparent conditions for youth for the acquisition of business skills and knowledge on the successful implementation of start-ups, business planning; providing support and advisory assistance in creating their own business in various fields of activity. This will be a prerequisite for the forma-

tion of an investment environment, investment market, specific investment proposals from investors who wish to invest in specific business ideas.

These measures realization will allow to obtain effects in the social space by increasing the level of young people employment, ensuring their social mobility, social formation through the implementation of business ideas, startups into real practice; Establishing communication links of young people with successful entrepreneurs-practitioners; raising the level of interest among young people in implementing their own business ideas; receiving business education for students and their successful implementation in business practice. The economic effect of implementing the state self-employment policy will be manifested through the creation of a powerful and effective platform for supporting entrepreneurial initiatives; ensuring the effective entrepreneurial potential use of the academic environment, youth and entrepreneurs-practitioners; increase in the number of successful innovative business projects.

This area further research prospects are the mechanism for increasing entrepreneurial youth skills development, which will contribute to the formation of educational space, the development of entrepreneurial activity, the growth of educational and scientific potential of Ukraine.

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