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СТИМУЛЮВАННЯ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ СІЛЬСЬКОГО НАСЕЛЕННЯ ГІРСЬКИХ ТЕРИТОРІЙ ЗАКАРПАТТЯ

Актуальність. Закарпатська область характеризується чітко вираженою просторовою вертикальною зональністю, що включає низинну, передгірську та гірську природно-економічні зони. Ці адміністративно-територіальні утворення різняться між собою природно-кліматичними умовами та ресурсно-виробничим потенціалом, що накладає певну специфіку на економічну діяльність та створює нерівні умови господарювання. Особливо складною є ситуація в гірських населених пунктах, переважна більшість з яких відноситься до слаборозвинутих. Внаслідок цього, переважна більшість гірських сіл опинилась в стані стагнації, для них характерна низька інтенсивність господарської діяльності, слабодиверсифікована структура господарства, недостатній науково-технічний потенціал, слабо розвинута виробничі і соціально-інфраструктурна. Системні дослідження трансформаційних процесів в гірських поселеннях переконливо доводять, що одним із перспективних шляхів виходу з кризових ситуацій є підвищення соціальної активності сільського населення шляхом залучення в сферу підприємницької діяльності та комерції. Звідси випливає актуальність та підвищений інтерес наукової спільноти до аналізу стану та тенденцій розвитку підприємництва в гірських поселеннях.

Мета та завдання. Метою статті є аналіз та оцінка основних тенденцій розвитку підприємницької діяльності в гірських поселеннях Закарпатської області та формування ефективних механізмів та стимулів підприємницької активності сільського населення.
Матеріали та методи. При написанні роботи було використано такі методи: абстрактно-логічний (загляну вони було досліджено стратифікацію цілей підприємців), ретроспективний (для порівняння отриманих даних з попереднім періодом), системний аналіз (для з’ясування стану та тенденцій розвитку бізнесу), прогнозний (для формування державної політики розвитку гірських територій), соціологічний моніторинг (для отримання інформації про формування адаптаційних стратегій розвитку підприємництва).

Результати. У відповідності до поставленої мети в статті значна увага приділена аналізу господарських стратегій і пов’язаних з ними стратифікаційних цілей сільських підприємців, функціонуючих в пріоритетних сферах господарства в гірських поселеннях регіону. На основі результатів соціологічного моніторингу виявлено мотиваційні чинники, які стали спонукальним мотивом до підприємницької діяльності, а також ті, які стримують розвиток бізнесу. В процесі моніторингу значна увага приділена вивченню думок респондентів щодо перспектив бачення розвитку власного бізнесу, їх намірів щодо залучення інвестицій у його розвиток.

В концептуальному плані у статті подано авторське бачення вирішення складного вузла проблем, які здатні дати значний імпульс для активізації підприємницької діяльності в гірських населених пунктах та залучення широких верств населення в сферу бізнесу та комерції. Доведено, що активізація підприємницької діяльності потребує прийняття Державної програми розвитку сільської промисловості як базового сегменту економіки гірських поселень та розробки пакету законодавчих актів щодо державної підтримки та стимулювання ділової активності гірського населення.

Висновки. Прикладна значимість роботи полягає в обґрунтуванні підходів до формування ефективного підприємницького середовища в гірських територіях та задіяння економічного інструментарію, здатного активізувати ділову активність населення.

Ключові слова: гірські території, розвиток, бізнес, підтримка, стимулювання, програми.

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STIMULATION OF ENTREPRENEURIAL ACTIVITY OF THE RURAL POPULATION IN THE MOUNTAINOUS TERRITORIES OF TRANSCARPATHIA

Topicality. Transcarpathian region is characterized by clearly expressed spatial vertical zoning, which includes lowland, foothills, and mountain natural and economic zones. These administrative-territorial formations differ among themselves in terms of natural and climatic conditions and resource-production potential, which imposes a certain specificity on economic activity and creates unequal economic conditions. The situation is particularly difficult in mountain settlements, the vast majority of which are underdeveloped. As a result, the vast majority of mountain villages find themselves in a state of stagnation, they are characterized by a low intensity of economic activity, a poorly diversified structure of the economy, insufficient scientific and technical potential, and a poorly developed industrial and social infrastructure. Systematic studies of transformational processes in mountain settlements convincingly prove that one of the promising ways out of the crisis situation is to increase the social activity of the rural population by involving them in the sphere of entrepreneurial activity and commerce.

Hence the relevance and increased interest of the scientific community in the analysis of the state and trends in the development of entrepreneurship in the mountain settlements of the region.

Aim and tasks. The purpose of the study is to analyze and evaluate the main trends in the development of entrepreneurial activity in the mountain settlements of the Transcarpathian region and the formation of effective mechanisms and incentives for the entrepreneurial activity of the rural population.

Materials and Methods. The following methods were used when writing the paper: abstract-logical (to study the stratification of the goals of entrepreneurs), retrospective (to compare the obtained data with the previous period), system analysis (to find out the state and trends of business development), prognostic (to form state policy for the development of mountain areas), sociological monitoring (to obtain information on the formation of adaptation strategies for the development of entrepreneurship).

Research results. In accordance with the set goal, the article pays considerable attention to the analysis of economic strategies and related stratification goals of rural entrepreneurs operating in the priority areas of the economy in the mountain settlements of the region. On the basis of the results of sociological monitoring, motivational factors have been identified that became an incentive to entrepreneurial activity, as well as those that inhibit business development. In the process of monitoring, considerable attention is paid to the study of respondents' opinions regarding the perspective of the vision of their own business development, their intentions regarding the attraction of investments in its development. Conceptually, the article presents the author's vision of solving a complex set of problems that can give a significant impetus to the activation of entrepreneurial activity in mountain settlements and the involvement of broad segments of the population in the sphere of business and commerce. It has been proven that the activation of entrepreneurial activity requires the adoption of the State Program for the Development of Rural Industry as a basic segment of the economy of mountain settlements and the development of a package of legislative acts regarding state support and stimulation of the business activity of the mountain population.

Conclusion. The applied significance of the work consists in substantiating approaches to the formation of an effective business environment in mountainous areas and the use of economic tools capable of activating the business activity of the population.

Key words: mountain areas, development, business, support, stimulation, programs.

Problem statement and its connection with important scientific and practical tasks. The development and activation of entrepreneurial potential, the training of innovatively active personnel, highly educated professionals, carriers of intellectual capital, capable of implementing new organizational and technological solutions and implementing progressive institutional changes, in our opinion, is today a defining trend for the economy of mountain areas to reach a qualitatively new level. Hence the increased interest in the analysis of the main trends in the development of entrepreneurial activity in mountain villages, the identification of creative factors that shape the behavior of economic agents, their stratification criteria determined by professional and labor characteristics. It is no less important to identify restraining factors that act as a barrier to the development of rural entrepreneurship, reduce its efficiency, and prevent rational use of production and human resources.

In the mountain settlements of the region, private business is mainly concentrated in agriculture, in particular in individual peasant farms (IPF). Without proper support from the state, limited access to investments, financial and credit incentives, individual peasant farms, solely thanks to their own initiative and high inclination to entrepreneurship, preservation of a healthy private-proprietary nature of the rural population, today ensure the production of 88% of agricultural products (Main Department of Statistics in Zakarpattia Oblast, 2021), in the structure of which the most progressive type of entrepreneurial activity is commodity farms, the share of which is 43.2%. These small-area, point manifestations of economic activity become a stable trend and ensure the livelihood of a significant part of rural areas (Pityulych, M.M. et al., 2021).

The second important field of entrepreneurship
is rural green tourism. Today, more than 600 rural estates operate in the region (Zakarpattia Oblast State Administration, 2021). According to the results of monitoring, 49.5% of respondents provide tourist accommodation and food services, 43% offer only overnight accommodation, and 17.2% offer additional services. According to experts, tourism activities are carried out by 1.5 thousand members of individual peasant farms, and 57.9% work under conditions of double employment, combining tourism activities with the main place of work. Increased attention to the analysis of the main trends and assessment of the development of tourism entrepreneurship is determined by the processes of decentralization. So, for example, the analysis of social and economic development programs of newly formed territorial communities showed that 95% of them include the development of tourism as a strategic economic priority, associating with it significant potential opportunities for solving important problems of life of the mountain villages population. With a minor exception, the vast majority of small business enterprises are concentrated in these two segments of the rural economy, the efficiency of which allows us to judge the real state of inclusion of the population in the processes of entrepreneurship.

Analysis of recent publications on the problem. The high share of mountain settlements in the territorial structure of Transcarpathia, as well as the complex set of problems that have been accumulating in mountain settlements for years and have not found an effective solution, have become a challenge for economists and specialists in the field of regional economy and have stimulated them to search for optimal ways of their development in conditions of decentralization and deepening of the foundations of local self-government. As a result of this, two international scientific and practical conferences were held in the region on the problems of development of the mountain areas of the Ukrainian Carpathians, a number of monographs and scientific publications were published on various problems of the social and economic development of mountain settlements related to the transformation of their economy to market relations. The problems of the mountain regions development of Europe were reflected in the works of (Musial, V., 2008; Balazh, M., 2009; Tambureli, D., 2009).

Among Ukrainian scientists, P. Zhuk made an important contribution to the problems of improving the state policy of social and economic development of mountain areas (Zhuk, P., 2018), (Kravtsov, V., 2013), study of the development potential of mountain villages by (Prytula, H., 2015), (Khim, N., 2019).

A systematic approach to structural restructuring of the economy of the mountain areas of the Ukrainian Carpathians and promising directions for diversification and modernization of the economy are reflected in the works of (Pityulych, M.M. et al., 2021), (Pap, V., 2009). The works of M.I. Pityulych are devoted to the study of theoretical and applied issues of ensuring the sustainable development of mountain areas. (Pityulych, M.M. et al., 2021), development of economic priorities – (Miklovych V.P. et al., 2015) the inclusion of mountain settlements in the sphere of cross-border cooperation – by V.V. Hoblyk (Pityulych, M.M. et al., 2021).

The results of systematic research on issues of regional economic development in the context of solving urgent modern problems and achieving of sustainable development and local self-governance reform tasks, increasing the potential and capacity of territorial communities, activating the industrial development of regions and communities are given in the works of B.V. Burkynskyi. (Burkynskyi et. al., 2021), O.I. Laiho, V.F. Horyachuk (Burkynskyi et. al., 2022), Osipov V.M., Umanets T.V., Yezhov M.B., Shatalova L.S. (Umanets & Shatalova, 2018).

Allocation of previously unsolved parts of the general problem. However, despite the significant volume of publications on the researched topic, the issues of increasing the social activity of the mountain population, involving them in the sphere of entrepreneurship and commercial activity, remain insufficiently developed. Hence the relevance and importance of the scientific analysis of the problems of entrepreneurship development, the formation of effective mechanisms for stimulating and supporting entrepreneurship in mountain settlements, and giving this process a mass character.

Formulation of research objectives (problem statement). The main research objectives of the study are:
- analysis and assessment of the main trends in the development of entrepreneurial activity in mountain settlements;
- identification of the main reasons that restrain entrepreneurial activity, find out the motivational component and prospects for the development of private business;
- analysis of economic business strategies and related stratification goals of rural entrepreneurs;
- conceptualization of the main problems that
can give impulses to the stimulation of entrepreneurial activity.

Materials and methods. Taking into account the fact that the statistical materials issued by the State Statistics Service of the region do not reflect information about the state of development of entrepreneurship in mountain settlements, the results of a questionnaire survey of rural entrepreneurs are used in the work in order to analyze the real state and identify the main trends of its development in conditions of decentralization. The research was carried out on the example of a sample population that covered 257 people from 5 districts and 22 territorial communities, including 106 mountain villages, or 49.3% of the total number that have mountain status. According to the level of education, 42.3 percent have secondary education, 37.5 percent have vocational and technical education, and 20.5 percent have higher education. Of them, 70.5 percent are employed in households, tourism, trade, 16.9% are managers and entrepreneurs. The research was carried out by the method of random selection, when all subjects of the general population had the opportunity to get into the sample. Thus, the method of selecting units of the sample population and the size of the sample ensure the representativeness of the study and the appropriate quality of the results of the sample survey, being important empirical information for the objective analysis of entrepreneurial activity in mountain settlements.

The obtained results of monitoring are given in comparison with previous studies conducted in 2010. Dichotomous contrast makes it possible to trace the trends and structural processes taking place in the rural enterprise. Such a statement of the problem requires, first of all, an analysis of business strategies and related motivational factors, a stratification of goals, a vision of the prospects for the development of one's own business, the amount of investment resources, as well as a deep analysis of the reasons that act as a barrier to the involvement of the rural population in the field of entrepreneurship. In total, the outlined range of problems allows for an analysis and objective evaluation of the real state and level of development of entrepreneurial activity in the mountain villages of Transcarpathia.

An outline of the main results and their justification. In the territory of Transcarpathian region, 215 settlements have the status of mountain ones, the share of which in the total number of rural settlements is 37.1%. The number of mountain villages ranges from 80 settlements in the Khust districts to 28 in the Rakhiv and Tyachiv districts.

20.6% of the population lives in mountain settlements (Main Department of Statistics in Zakarpattia Oblast, 2021), i.e. every fifth inhabitant of the region. As of January 1, 2020, a reduction in natural population growth was recorded for the first time in the mountain natural economic zone, the share of which in the overall reduction in natural population growth in the region was 25.6%. The above leads to the conclusion that mountain villages, which traditionally over a long period of time ensured population growth in the region, are losing their role as the main source of population reproduction (Pityulych, M.M. et al., 2021). The proportions between the size of the population and the share of the juvenile and gerontological groups are changing, which increases the pressure on the economically active population. The problem is also complicated by the fact that the level of business activity of the mountain population is significantly lower compared to the level in the lowland natural and economic zone. Monitoring of the business activity of the region population showed that the number of legal and individual entrepreneurs in mountain communities per one thousand economically active people in the lowland zone is 113, while in the mountain zone - only 29. Cluster analysis of capital expenditures from the budget on the development of territorial communities showed that in mountain settlements they are five times smaller than in communities of the lowland natural and economic zone (Miklovda V.P. et al., 2015). The current situation causes some concern, since increasing the social activity of the population of mountain communities by including them in the sphere of entrepreneurial and commercial activity should be considered as a strategic resource for improving the rural economy. It was this that led to the need to conduct a scientific study of the business activity of the mountain population, the results of which are presented in this work.

One of the main issues of the sociological survey was the problem of studying the motivational factors that encourage the population to engage in entrepreneurial activity. Respondents were asked to choose and evaluate 7 proposed motives that prompted them to enter into entrepreneurial activity. For each column, the significance of the motive was shown as a percentage of the total number of respondents. The obtained results are shown in Table 1.
Table 1
Distribution of answers to the question: "What prompted you to engage in entrepreneurial activity?", (% of the respondents)

<table>
<thead>
<tr>
<th>1. Strive to ensure a high level of well-being</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Unemployment, inability to work at the previous place of work</td>
<td>16.3</td>
<td>15.8</td>
</tr>
<tr>
<td>3. Striving for autonomy and independence in actions</td>
<td>33.5</td>
<td>41.2</td>
</tr>
<tr>
<td>4. The need for self-realization</td>
<td>17.5</td>
<td>19.6</td>
</tr>
<tr>
<td>5. Interest in innovative activities</td>
<td>5.5</td>
<td>5.8</td>
</tr>
<tr>
<td>6. Striving to gain an image and social status in society</td>
<td>18.3</td>
<td>19.4</td>
</tr>
<tr>
<td>7. The need to make a career</td>
<td>9.3</td>
<td>8.1</td>
</tr>
</tbody>
</table>

Source: development of the author according to (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2011), (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2021)

The results of the survey indicate that the most important motivator for entrepreneurial activity remains the desire to ensure a high standard of living. At the same time, the trend towards self-sufficiency and independence as key indicators that create the basis for self-realization in the field of labor activity is increasing, which indicates the formation of market consciousness and standards of behavior of business entities. In the field of rural green tourism, the main motivators of entrepreneurial activity were favorable business conditions - 51.6%, the example of other entrepreneurs - 25.8%, the desire to engage in tourism business - 23.7%, unemployment - 22.6%.

One of the most important tasks posed in the process of sociological research was the problem of choosing a business strategy, the results of which are shown in Figure 1.

Fig. 1. Distribution of answers to the question: "What are the goals of your entrepreneurial activity?", (% of the respondents)

Source: development of the author according to (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2011), (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2021)

The obtained data give reason to believe that a significant part of the economically active population in mountain settlements is ready to work for adequate remuneration. At the same time, the number of people ready for risky models of economic behavior during the researched period has significantly decreased.

The structure and volume of resources invested in one's own business characterize the economic strategy of entrepreneurs, and accordingly the trajectory of business development. Based on this, in the research process, the task was set to find out two interrelated problems - a perspective vision of the development of one's own business and investment activity. It is these two factors that determine and in the future will determine the entrepreneurial activity of the population of mountain villages. The answer to the first question is shown in Table 2.
The obtained monitoring results indicate a certain stabilization of rural business, as 57.4% do not intend to change the type of entrepreneurial activity in the future, as well as a significant reduction of almost a third in the number of those who were undecided about engaging in entrepreneurial activity. In the field of rural green tourism, the hierarchy of entrepreneurial orientations is characterized as follows: 61% of respondents do not foresee any changes in their activity, and 24% wish to expand it. At the same time, 11% expressed a desire to stop their activities in the field of tourism entrepreneurship.

The analysis of the interrelationship of entrepreneurial orientations with regard to the prospective vision of the development of one's own business and investment activities, which is shown in Table 3, allows us to trace the intentions of the respondents regarding the use of their available financial resources.

The obtained results indicate a significant increase in the number of people who invested their available capital in real estate and gave it to their children. At the same time, the number of people willing to invest available financial resources in entrepreneurial activity has almost halved. From this, we can conclude that there is no effective business environment in mountain settlements and insufficient support for rural business from the state.

In the process of the questionnaire, the opinion of entrepreneurs was also studied about the reasons that restrain the development of entrepreneurship in mountain villages. The distribution of respondents' opinions is presented in Table 4.

Table 2

<table>
<thead>
<tr>
<th>Distribution of answers to the question: &quot;What do you plan to do with your own business?&quot;,</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Expand</td>
<td>3.0</td>
<td>5.9</td>
</tr>
<tr>
<td>2. Shorten</td>
<td>-</td>
<td>1.8</td>
</tr>
<tr>
<td>3. Finish</td>
<td>2.0</td>
<td>3.6</td>
</tr>
<tr>
<td>4. Repurpose</td>
<td>-</td>
<td>1.0</td>
</tr>
<tr>
<td>5. Do not change</td>
<td>4.0</td>
<td>57.4</td>
</tr>
<tr>
<td>6. Undecided</td>
<td>91.0</td>
<td>30.3</td>
</tr>
</tbody>
</table>

Source: development of the author according to (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2011), (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2021)

Table 3

<table>
<thead>
<tr>
<th>Distribution of answers to the question: &quot;Where would you invest your capital?&quot;,</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Real estate</td>
<td>31.0</td>
<td>60.2</td>
</tr>
<tr>
<td>2. Give it to my children</td>
<td>33.1</td>
<td>41.1</td>
</tr>
<tr>
<td>3. Invest in my own business</td>
<td>26.0</td>
<td>13.6</td>
</tr>
<tr>
<td>4. Put money into a bank account</td>
<td>6.0</td>
<td>1.6</td>
</tr>
<tr>
<td>5. Invest in the development of the household economy</td>
<td>1.0</td>
<td>3.2</td>
</tr>
<tr>
<td>6. Invest abroad</td>
<td>3.2</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Source: development of the author according to (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2011), (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2021)

Table 4

<table>
<thead>
<tr>
<th>Distribution of answers to the question: &quot;Problems in organizing one's own business&quot;,</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Difficulty in issuing loans</td>
<td>15.0</td>
<td>13.1</td>
</tr>
<tr>
<td>2. Expensive equipment</td>
<td>10.0</td>
<td>12.5</td>
</tr>
<tr>
<td>3. Low purchasing power of the population</td>
<td>22.2</td>
<td>26.7</td>
</tr>
<tr>
<td>4. Lack of business experience</td>
<td>8.0</td>
<td>2.1</td>
</tr>
<tr>
<td>5. High taxes</td>
<td>24.3</td>
<td>14.6</td>
</tr>
<tr>
<td>6. Imperfect legislation</td>
<td>30.1</td>
<td>6.9</td>
</tr>
<tr>
<td>7. Other</td>
<td>-</td>
<td>33.0</td>
</tr>
</tbody>
</table>

Source: development of the author according to (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2011), (Regional Center of Socio-Economic and Humanitarian Research of the NAS of Ukrain, 2021)
A comparison of the obtained results with 2010 indicates a certain improvement in the access conditions for entrepreneurs to credit resources, a reduction in the tax pressure on business and a gradual improvement of the legislation regulating business activities. The positive trends emerging in these three important components characterizing the entrepreneurial climate create appropriate conditions for the activation of entrepreneurship in mountain settlements. At the same time, almost every third of the respondents failed to indicate the reasons that inhibit the development of their business. The consequence of the existing barriers restraining the development of entrepreneurship is a low self-esteem of the respondents as for the efficiency of running a business. So, for example, to the question "How do you rate the success of your business" 39.9% of respondents answered as average, 37.5% - low, and no respondent rated their activity as high. The low level of education and qualification of rural entrepreneurs should also be attributed to the problems that have a negative impact on entrepreneurial activity. Over the past three years, 13.2% have completed training, 2% have retrained, 17% have advanced their qualifications, and 2% of respondents plan to study in the future.

The obtained results of the empirical research form an appropriate basis for the activation of entrepreneurial activity in mountain villages, the involvement of broad sections of the rural population in the sphere of business and commerce, and the increase of its social activity. For this, a well-informed strategy for the development of mountain areas is required, which involves the selection of the most important economic priorities for them and the active selective work of the government, regional state authorities and local self-government in their implementation. In essence, we are talking about the formation of an effective business environment in mountainous areas, the use of economic incentives that take into account not only the conditions of doing business, but also the specifics of the sectoral structure of the economy, that is, the policy of developing commodity households, tourism entrepreneurship, the revival of rural industry, support for producers of organic products, implementation of green projects, etc. Emphasis on state support and stimulation of entrepreneurial activity in the conditions of decentralization is due not only to the lack of necessary resources in mountain communities, but also to the action of objective factors, which are known to put mountain entrepreneurs in worse conditions compared to subjects of entrepreneurship in the foothills and lowland natural and economic areas. From this it is quite obvious that today the primary task of the government is to create the most favorable conditions for the deepening of market relations, stimulation of entrepreneurship, and the use of competitive mechanisms, which objectively requires the development and refinement of the legal framework for regulating the business environment in mountain settlements. In this context, it is extremely important to develop and adopt a stimulus package of draft laws with the aim of regulatory and legal regulation of the status of foothill, mountain and high-altitude rural settlements, mechanisms for supporting commercial households of the population, which today act as an integrating structural and functional core, around which unite small households. Support for point manifestations of economic activity will mean that the syndrome of isolation, surviving alone in conditions of decentralization will be replaced by a desire to expand inter-economic and inter-municipal interaction, which opens up space for reducing the sectoral and territorial localization of mountain social and economic systems, which complicates the realization of entrepreneurial potential and binds local initiative. The platform, on the basis of which the intensification of entrepreneurial activity becomes really possible, are economic interests, which act as an incentive to develop business in mountain settlements. Realization of the economic interests of entrepreneurs requires the formation of an effective business environment, the supporting structure of which is the financial, credit and tax policy of the state.

The second important problem, which is directly related to the activation of business, is the revival of rural industry, which involves the development of industrial, construction, transport, and service enterprises. The experience of many European countries indisputably proves that one of the most effective types of rural entrepreneurship is industrial production, the activity of which is aimed at the development of local raw materials, the effective use of the production potential of the territory, the introduction of innovative technologies, the creation of new jobs, etc. Small industrial enterprises should become basic in the economic system, the main links of the rural economy of Transcarpathia. Their integration with households, as the basic segment of the agrarian economy of the region, will increase their profitability as a result of more rational use of production, raw and human resources of the village. The combination of production and
processing of agricultural products directly on the ground will allow to form chains of added value, reduce transaction costs, and increase business profits. Accordingly, rural industry can give a cumulative effect for the development of agro-industrial production.

According to the authors, the fact that the creation and development of rural industrial enterprises is associated with certain difficulties, in particular, the lack of start-up capital, working capital, financing of certain objects, etc., is unconditional. Taking this into account, there is a need to develop and adopt the State Program for the Development of Rural Industry, to reinforce it with legislative acts on preferential lending and financing of rural industrial enterprises, to invest real funds in the budgets of regions and territorial communities to support industrial production. Newly established rural industrial enterprises, especially those involved in the production of environmentally friendly products, should be exempted from paying taxes for 3-5 years. In the future, it is advisable to set their taxation at the level of 2-3%. It is necessary to provide state insurance for means, funds, and personal property of rural residents who take part in the creation of industrial enterprises.

Conclusions and perspectives of further research. Overcoming the crisis in the economy of the vast majority of the mountainous settlements of Transcarpathia, reducing the unemployment rate of the economically active population, the social problems associated with it, which entail serious threats of depopulation and the loss of the unique ethno-cultural heritage of the highlanders, are among the priority tasks of the mountain policy to increase social activity, including it in business and commercial activities. The essence of the policy of development and support of entrepreneurship in mountain settlements is to increase the social activity of the entire rural population and each resident in particular, the formation of market consciousness and standards of behavior of economic entities that are adequate to the market conditions of management, and the creation of conditions for self-realization in the labor sphere.

The policy of activation and support of business in mountain settlements should be differentiated by the sphere of economic activity. In agriculture, a reasonable combination of collective forms of management with the private initiative of the peasants is necessary. Particular attention should be paid to the development of the commodity farms of the population as an integrating core around which numerous small farms unite, gradually transforming into private farms. State support for small entrepreneurs should include the use of a wide range of economic tools to stimulate their activities - the development of subsidy programs, including the formation of the material, technical and fodder base of the IPF, preferential lending and taxation, the organization of training for rural entrepreneurs in advanced production technologies, in particular organic products, maintaining forestry close to nature.

An extremely important problem for getting out of the crisis state of mountain areas is the reconstruction of rural industry, the establishment of agro-industrial and inter-farm cooperation in production. It is primarily about the development of small enterprises in the field of processing of agricultural products, the creation of a network of cooperatives - service, procurement, reception points for the collection and processing of agricultural products, by-products of forest use.

European experience unequivocally proves that 90% of mountain communities cannot successfully compete with lowland communities without active support from the state. In this regard, the key problem for the sustainable development of rural settlements is the introduction of preferential mechanisms and incentives for attracting investments from non-budgetary sources, as well as the equalization of financial and budgetary opportunities as the basis for the formation of an effective business environment in mountainous areas, which will give impetus to the revitalization of entrepreneurial activity of villages on a qualitatively new basis through the widespread use of information and communication technologies and the introduction of innovations.

Formation of business institutions in rural settlements, active highly educated entrepreneurs, carriers of intellectual potential, the special role of which is now pointed out by both European researchers and Ukrainian scientists. The activation of entrepreneurship is a complex and multifaceted process that requires further systematic research. Particular attention in the context of an innovative development model should be paid to the study of such problems as increasing the social responsibility of business for the development of mountain communities, the introduction of modern management and marketing methods, the preservation of ethno-cultural heritage, the introduction of a social dialogue between business and the population to develop the sphere of application of labor in the types of industrial activities that do not have an eco-destructive effect on mountain ecosystems.
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