

Part 2. IMPROVING THE QUALITY OF LIFE THROUGH IMPROVING EMPLOYMENT AND INNOVATION IN THE ECONOMY

2.1. Consulting on youth entrepreneurship for future specialists: conceptual aspects

In modern civilisation, the entrepreneurial type of business is naturally seen as a powerful source of national economic recovery during martial law and its modernisation in the post-war period. The factual confirmation of this position is the slightly positive growth dynamics of the Ukrainian Business Index (from 22.15% in June 2022 to 35.34% in June 2023) [26] and, accordingly, an increase of 19.5% in the gross domestic product in the second quarter of 2023 compared to the same period in 2022 [22]. As a result, Ukrainian business is already able to increase production and service output, albeit to a small extent, and thus the demand for labour, which contributes to the creation of new jobs by business entities. In this context, the need for high-quality training of future specialists for self-employment and, in particular, the recognition of youth entrepreneurship as an important social segment, the development and justification of a new paradigm, concept, and methods of consulting young people on entrepreneurship and adapting their own business to civilisation circumstances, is becoming more relevant.

Since the beginning of the 21st century, the interdisciplinary problem of preparing students of various levels of education for entrepreneurship has been in the focus of scholars from various fields of science and educational practice. The scientific works of Z. Varnalii, A. Vynohradska, N. Dobrova, L. Yershova, M. Vachevskiy, T. Zavhorodnia, V. Madzihon, O. Padalka, S. Pryshchepa, O. Romanovskiy and others are fundamental in the context of the problem raised, in which methodological, theoretical and historical aspects of entrepreneurship

as a complex socio-economic phenomenon are substantiated. Scientifically significant are the publications by O. Ivashchenko, O. Kirdan, M. Telovata, R. Umerov, S. Farenik, and others on the key mechanisms of entrepreneurial management and the leading factors of business activity. Relevant in the context of quality training of future specialists for self-employment are the provisions of scientific research by S. Aliksieieva, L. Bazyl, M. Bazunova, P. Drucker, D. Zakatnov, L. Karamushka, R. Kiyosaki, C. Covey, O. Kredenzler, V. Kolot, S. Maksymenko, G. Matukova, V. Moskalenko, V. Orlov, Yu. Pachkovskiy, M. Peters, N. Khudiakova, R. Khizrych, etc, on the complex of individual and organisational features of successful business activity, communicative interaction, models of entrepreneurial behaviour. At the same time, the phenomenon of youth entrepreneurship is insufficiently studied in the national scientific and educational space, the essential nature of which is occasionally considered in studies of economics (L. Davydiuk, I. Dumanska, A. Kaplina, A. Levchenko, A. Shkvarko, A. Yanishevskaya, etc.) and sociology (A. Voloshko, L. Voloshko, M. Kutsokon, M. Nakhabich, Ye. Siryi, O. Sira, etc.). In view of this, there is a need to conduct fundamental research to substantiate the essential characteristics of youth entrepreneurship as a socio-economic phenomenon, to identify the leading ways, types, forms and specific mechanisms of its functioning, concepts, models and methods of counselling students of vocational and professional pre-higher education on self-employment in youth entrepreneurship.

The developed concept of counselling future specialists in vocational education institutions will help to solve the problems of preparing pupils and students for self-employment and business activities, taking into account globalisation and civilisation challenges, historical, political, socio-economic regional circumstances, local psychological and pedagogical factors of particular educational institutions and individual needs of future specialists.

Achieving the goal of the research required the use of general scientific methods of analysing scientific works, synthesis of the monitoring research results and their logical generalisation to identify developments and problematic issues in understanding the essence of youth entrepreneurship; theoretical analysis and comparison of conceptual approaches to solving the problem under study and logical generalisation to develop the concept of counselling on youth entrepreneurship in vocational education institutions.

In the context of state support for youth entrepreneurship, the Ministry of Economy of Ukraine initiated a reform of entrepreneurship development [16]. This led to the creation of favourable conditions for the establishment of micro, small and medium-sized business entities. The main factors include the following: introduction of effective tools to regulate market access; development of mechanisms for self-regulation of economic and professional activities; simplification and digitalisation of permitting and licensing procedures; increased access to knowledge, markets, and capital, given the temporarily limited financial support and significant challenges facing the country; increased consumer protection in line with EU principles, approaches, and practices; improving the system of state supervision and reorienting state control bodies to a risk-oriented approach in planning inspections of entrepreneurs, taking into account the risk assessment of their operations. With the introduction of the entrepreneurship development reform, the actualisation of micro, small and medium-sized business entities, and the positioning of young people as one of the country's most important strategic resources, the use of which requires the creation of real conditions for their comprehensive self-realisation, in particular, the provision of economic freedoms, the promotion of entrepreneurial initiatives, and support for youth entrepreneurship at the international, national, regional and local levels, there is a need to improve the quality of training for vocational education students to ensure the modernisation of the national economy in the post-war period.

On the other hand, the lack of a legally recognised understanding of the basic nature of youth entrepreneurship as a complex socio-economic phenomenon, regulated legal protection of its subjects, as well as the lack of conceptual foundations for the formation of state policy on the development of youth entrepreneurship and counselling of young people on self-employment and business activities significantly slow down the dynamics of global economic modernisation. In this regard, the need to ensure the readiness of society in general, and the scientific and educational community in particular, for the processes of mastering by young people key combinations of value orientations, knowledge, skills, ways of thinking and activity, development of a set of individual and personal qualities that will contribute to their self-employment, successful conduct and adaptation of their own business to civilisation circumstances at the global, national and regional levels is objectified.

In this context, youth entrepreneurship is defined as a socio-economic phenomenon, an economic direction of increasing the level of youth employment, creating new enterprises and additional workplaces. Counselling on youth entrepreneurship is seen as formal and non-formal career education that involves the development of personal qualities and universally recognised key skills that are a sign of entrepreneurial thinking and behaviour; raising awareness of vocational education institutions students on self-employment and career opportunities in entrepreneurship; developing business projects, managing virtual mini-enterprises; mastering business skills and knowledge on how to start, successfully develop and adapt their own business in accordance with the conditions of wartime and post-war.

It should be noted that the Law of Ukraine "On Education" recognises entrepreneurship as one of the key competences that every modern person needs for successful life (Law of Ukraine "On Education", 2017). The Law of Ukraine "On the Development and State Support of Small and Medium-Sized Enterprises in Ukraine" defines the legal and economic framework of state policy in the field of support and development of small and medium-sized enterprises, in particular,

it provides for the creation of favourable conditions for the development of this type of business [27]. Significantly, one of the objectives of youth policy in the Law of Ukraine "On the Basic Principles of Youth Policy" is the development of entrepreneurial competence, and the title of Article 22 announces special guarantees for young people in the field of entrepreneurship [13].

It is worth noting that the State Strategy for Regional Development for 2021-2027, among other national challenges that hinder the development of individual regions and the state in general, indicates low entrepreneurial activity of the population [23]. The National Economic Strategy for the period up to 2030 singles out the development of entrepreneurship, innovation and talent, and economic freedom among its guidelines, principles and values, which involves positioning business entities as the foundation of the economy [15]. At the same time, the Strategy for the Development of Small and Medium-Sized Enterprises in Ukraine until 2020, which is coordinated with the Strategy for the Development of High-Tech Industries until 2025, and the Export Strategy of Ukraine: Roadmap for Strategic Trade Development for 2017-2021, the Strategy for the Development of the Industrial Complex, the Energy Strategy of Ukraine until 2035, the Sustainable Development Goals (2015-2030), programmes for reforming the system of state supervision (control), a number of measures were envisaged to create a favourable environment for the development of small and medium-sized enterprises, expand access to finance, simplify tax administration, increase their innovation potential, and promote entrepreneurial culture [18].

The Action Plan for the Implementation of the Strategy for the Development of Small and Medium-Sized Enterprises in Ukraine for the Period up to 2020 announced, among other things, the promotion of entrepreneurship among young people, its promotion and modernisation of the existing infrastructure for supporting small and medium-sized enterprises, which included the establishment of the Office for the Development of Small and Medium-Sized Enterprises under

the Ministry of Economic Development, Trade and Agriculture of Ukraine and regional centres for the development of entrepreneurship [18].

The experience of foreign countries shows a significant impact of youth entrepreneurship measures on the development of national economies and the international competitiveness of EU countries [4; p. 13-19]. Today, a significant number of measures are being implemented to prepare young people for entrepreneurship, but they are not systematic, ensure the development of only certain skills and do not address the low level of entrepreneurial competence of students of vocational and professional pre-higher education.

There are five factors that influence youth entrepreneurship that are common to all countries in the world:

- Social / cultural attitudes towards youth entrepreneurship
- entrepreneurship education;
- access to finance / seed funding;
- administrative and regulatory framework;
- business assistance and support.

Given their limited resources, life and work experience, young people face unique constraints and greater barriers than older age groups. In addition, the range of barriers, as well as the variety of potential methods and measures to counteract them, is wider than for older entrepreneurs [20].

The main problems of youth entrepreneurship development, which are addressed by the developed concept, are the lack of: a legally recognised understanding of youth entrepreneurship and its qualification features; lack of procedures for legal regulation of youth entrepreneurship and, in particular, protection of the rights of its subjects; uncertainty of the conceptual foundations of state policy in the field of youth entrepreneurship development, namely, current approaches and principles of counselling young people on starting their own business and adapting entrepreneurial activity to civilisation; lack of a counselling system

on youth entrepreneurship for future specialists in various occupations and clear characteristics (qualification features) of counselling on youth entrepreneurship in vocational education institutions; lack of unified requirements for educational programmes for the development of entrepreneurial competence of students of vocational education institutions, effective methods and technologies of counselling on youth entrepreneurship in vocational education institutions; lack of an entrepreneurship ecosystem, business culture and clear mechanisms for effective interaction and constructive cooperation between representatives of science, education and business; lack of coordination at the level of executive authorities, local governments and NGOs in providing state and regional support for the development of youth entrepreneurship.

Therefore, *the purpose of the concept of youth entrepreneurship counselling in vocational education institutions* is to determine the strategic directions, main tasks, scientific approaches, principles and methods of youth entrepreneurship counselling in vocational education institutions for the restoration of the national economy in wartime and its modernisation in the post-war period.

The concept is based on *the idea of understanding youth entrepreneurship counselling* in vocational education institutions as a complexly structured psychological and pedagogical process of timely provision of effective assistance to future professionals in starting their own business and adapting the business to force majeure, which is a holistic, unique system of joint productive activity of a vocational education student and a consultant. The concept is positioned as a complex systemic strategy of goals, objectives, methodological approaches, principles, forms of organisation of the psychological and pedagogical process of providing effective assistance to future specialists in starting their own business, as well as adaptation and successful entrepreneurship in a market economy, which is implemented in the intellectual, research, analytical and project activities of teachers (based on the analysis of problematic issues and the development

of constructive solutions to them) and in interaction with students to apply the knowledge and skills they have acquired. The key outcome of the counselling is expected to be significant changes in the level of consciousness of future specialists, in particular, self-analysis of attitudes towards entrepreneurship as a future effective type of business, as well as "relevant value and worldview beliefs, minimisation of problematic aspects of life, overcoming uncertainty, difficulties in mastering the basics of financial literacy and entrepreneurship, optimisation of the general emotional state, in particular, the individual and personal qualities of the educational process subjects" [7].

The main objectives of the concept are:

- recognising youth entrepreneurship as a socio-economic phenomenon at the national level and ensuring legal regulation of youth entrepreneurship, including the protection of young entrepreneurs;

- development of comprehensive amendments to the legislation to define the qualification features of youth entrepreneurship and its essential characteristics in various spheres of society;

- substantiation of unified requirements for counselling on youth entrepreneurship in vocational education institutions, as well as qualification requirements for professional counsellors of career centres;

- organising systematic provision of effective consulting assistance to young people in starting their own business, successful entrepreneurship, taking into account civilisation challenges;

- raising the level of society's business culture and forming a culture of entrepreneurship among young people, which will enable support for youth entrepreneurship, development of the innovative potential of young people, realisation of their economic freedoms, youth start-ups, creative industries and contribute to the modernisation of the national economy;

- development of clear mechanisms for effective interaction and constructive cooperation between representatives of science, education and business;
- creating a system of indicators to monitor the state of youth entrepreneurship development.

In the course of implementing this concept, it is envisaged to solve the identified problems in accordance with the tasks set.

The main approaches and ways of solving these problems in the identified areas of the problem will be considered.

Recognition of youth entrepreneurship as a socio-economic phenomenon at the national level, ensuring legal regulation of youth entrepreneurship, development of comprehensive amendments to the legislation that will help to define clear qualification features of youth entrepreneurship, its essential characteristics in various spheres of society, as well as the justification of uniform requirements for counselling on youth entrepreneurship in vocational education institutions and qualification requirements for professional counsellors of career and entrepreneurship centres. This can be achieved by, firstly, introducing the concepts of "youth entrepreneurship", "subject of youth entrepreneurship", "object of youth entrepreneurship", "forms of youth entrepreneurship", "entrepreneurial education", "youth entrepreneurship counselling", "youth entrepreneurship advisory activity", "youth entrepreneurship consultant" into scientific circulation; secondly, the development and approval of a description of youth entrepreneurship that defines key concepts, the structure of youth entrepreneurship by sector, the scope of knowledge, skills and practical abilities of young entrepreneurs, and the level of entrepreneurial competence and can be used to recognise and further improve the activities of youth entrepreneurs in various sectors of the economy (framework description); thirdly, legal regulation of the development of entrepreneurship and entrepreneurial competence of pupils and students; fourthly, improvement of occupational and educational standards for specific professions, taking into

account the requirements of the approved framework of professional and entrepreneurial competences; fifthly, the introduction of skills certification for youth entrepreneurs; sixthly, the development of requirements for the level of entrepreneurial skills of teachers, who are involved in advising students of vocational education institutions on youth entrepreneurship, in the performance of professional and official duties, certification, attestation, etc.; seventhly, the creation of educational (educational and occupational) training and professional development programmes for teachers of career and entrepreneurship centres, taking into account the requirements of the professional framework of entrepreneurial competence.

The organisation of systematic provision of effective consulting assistance to young people in starting their own business and successful entrepreneurial performance, taking into account civilisation challenges, is carried out by: first, identifying and scientifically substantiating current approaches and principles of consulting young people on starting their own business and successful entrepreneurial performance, which include: formation of positive and active values and worldviews, in which ideas about life success are integrated with aspirations to achieve a high level of professionalism and success in entrepreneurship; development of critical thinking and creativity, which is manifested in the generation of entrepreneurial ideas with their subsequent implementation in specific actions; effective planning of personal and professional careers of students; activating the motivation of self-actualisation and personal growth of vocational education institutions students; secondly, introducing programmes aimed at raising the level of economic awareness, skills in developing and presenting business plans, start-ups, and forming a culture of entrepreneurship among young people; thirdly, the use of business simulators, business incubators, simulators, accelerators in the professional training of future specialists; involvement of students in entrepreneurial activities in virtual firms to increase the level of financial literacy,

entrepreneurial skills and competence; fourthly, the development and implementation of a structural and functional model of youth entrepreneurship counselling in vocational education institutions; fifthly, the creation and implementation of technologies and methods of counselling on youth entrepreneurship that ensure the updating and development of a set of individual and personal qualities of students, which in their integrity determine their entrepreneurial success and further personal development in accordance with civilisation challenges; sixthly, intensifying the activities of career centres, in particular, conducting training sessions on self-actualisation of individual and personal qualities of vocational education institutions students, which in their integrity determine their entrepreneurial success in the development of micro, small and medium-sized enterprises; seventhly, ensuring the continuous development of professional and entrepreneurial competences of vocational teachers involved in youth entrepreneurship counselling in the system of professional development, through formal and non-formal education.

Raising the level of business culture in society and forming a culture of entrepreneurship among young people, which will enable support for youth entrepreneurship, development of the innovative potential of young people, realisation of economic freedoms, youth start-ups, creative industries and contribute to the modernisation of the national economy, can be achieved through: firstly, promotion and dissemination of social initiatives aimed at raising the level of entrepreneurship and business culture of representatives of various target groups; secondly, the development and implementation of financial inclusion mechanisms, i.e. ensuring that daily financial services are available to young entrepreneurs at an affordable price; thirdly, the creation of a Unified State Web Portal for Youth Entrepreneurship Consultation; fourthly, the ongoing holding of mass events using digital means to raise public awareness of youth entrepreneurship (media, social networks, video broadcasts of events, etc.).

The development of clear mechanisms for effective interaction and constructive cooperation between representatives of science, education and business is carried out through the establishment of a Commission for the coordination of interaction between executive authorities, the National Academy of Educational Sciences of Ukraine and NGOs in the development and implementation of a youth entrepreneurship development strategy, involvement of the Department of Regulatory Policy and Entrepreneurship of the Ministry of Economy of Ukraine, the Department of Youth Policy of the Ministry of Youth and Sports of Ukraine, and the Council on Youth Issues under the President of Ukraine.

The creation of an indicator system for monitoring the state of youth entrepreneurship development will be facilitated by developing a methodology for conducting research on youth entrepreneurship development; conducting monitoring studies on the state of youth entrepreneurship development; forecasting the needs of young entrepreneurs to run their own business, taking into account civilisation challenges.

The formation and implementation of the state policy on youth entrepreneurship development will have an impact on the interests of citizens of the Ukrainian state, entities of various types of business and executive authorities. The implementation of this Concept will have a positive impact on ensuring legal regulation aimed at developing youth entrepreneurship, defining directions and main tasks in this area, raising the level of business culture of the population, increasing the level of protection of citizens in a market economy and accelerating the processes of recovery and transformation of the national economy of Ukraine, which will contribute to the development of human capital and competitiveness of the country in general.

Implementation of this concept will help accelerate Ukraine's economic recovery; increase the level of entrepreneurship and business culture in society, the level of competitiveness of young people by acquiring new competencies

in starting their own business and successful entrepreneurial activity, and the quality of human capital and the state in general; introduce legal regulation of youth entrepreneurship development; develop comprehensive amendments to legislation that will ensure the recognition of youth entrepreneurship as a socio-economic phenomenon and define its qualification features, as well as legal regulation of youth entrepreneurship in various spheres of society; define uniform requirements for counselling on youth entrepreneurship in vocational education institutions, as well as qualification requirements for professional counsellors at career and entrepreneurship centres; to ensure the functioning of systemic advisory assistance to young people in starting their own business, successful entrepreneurial work, taking into account civilisation challenges; to significantly increase the level of entrepreneurship culture among young people, which will enable support for youth entrepreneurship, development of the innovative potential of young people, youth start-ups, creative industries and contribute to the modernisation of the national economy; to ensure the development of clear mechanisms for effective interaction and constructive cooperation between representatives of science, education and business; to create indicators for monitoring the state of youth entrepreneurship development.

Conclusions and Prospects for Further Research. Thus, advisory activity as a holistic psychological and pedagogical influence on the development of personal and entrepreneurial qualities of vocational education institutions students is implemented in two ways: first, in the intellectual, research, analytical and project activities of teachers, through the analysis of problematic issues and the development of constructive solutions to them; second, in interaction with vocational education institutions students to apply the knowledge and skills they have acquired, in particular in the preparation of business plans. Given this, counselling on youth entrepreneurship in vocational education institutions involves: analysing specific situations that arise in the process of preparing future skilled workers to start their

own business and successfully run their own business; providing students with timely psychological and pedagogical assistance in making the most appropriate decisions related to their future participation in entrepreneurship, which is due to the awareness of the importance of developing entrepreneurial qualities. The characteristic features of counselling on youth entrepreneurship in vocational education institutions are as follows: attentive and positive attitude of the teacher-counsellor to individual and personal resources and potential opportunities of each of the students of vocational education who have expressed a desire to independently plan their personal and professional trajectory of life; empathy and congruence of subject-subject relations.

Thus, counselling enables an individual to self-assess themselves as a subject of youth entrepreneurship, identifying new directions, ways and means of achieving pre-established goals, mastering specific methods and techniques for realising individual and personal resources (potentials, abilities, dispositions, interests, etc.).

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