

Ukraine's economy is recovering. Following a political and economic crisis in 2014-2015 and cumulative economic decline of 16%, Ukraine's economy began slowly growing in 2016 with two percent year-over-year growth; there has been significant growth since 2016 driven by economic stabilization and a growth in disposable incomes.

The Ukrainian consumers are shifting from spending more on non-essential products to spending more on essential products. While non-essential products slump, there has been a steady increase in essential products like food, detergents, hygiene kits, and staple products. Further, internal and external drivers of consumer behaviours like status, brand image, personality type, and self-concept have become inconspicuous during lockdown while essential products have morphed to be the contemporary consumer drivers followed by reuse and recycling of products. At the same time, households have evolved into micro-consumer units of production, cooperation, co-creation, and consumption. Also, the consumer has diverged from patronizing established brands to embracing local retailers who have been consistent during the epidemic period and going beyond their nature to deliver products in a safe and hygienic manner.

The Ukraine war has raised long-term inflation expectations. For the global economy, Russia and Ukraine are important suppliers of raw materials such as energy, metals, and agricultural products. The war has called into question the supply of these resources and accelerated their price development. There are concerns that a further increase in the price of these input factors could translate into higher operating and manufacturing costs, which in turn translates into higher prices and permanently higher inflation expectations.

Since the beginning of the war, the expected increase in consumer prices is 2.12% (median: 2.00%). Thus, it is estimated that the rate of inflation in one year would be higher than the inflation rate.

In the manufacturing sector, higher input costs such as higher energy and commodity prices are particularly important in motivating price increases. These results add to concerns that along with broadening price pressures, inflation expectations could become less anchored, making overall inflationary pressures far more persistent.

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THE IMPACT OF FISCAL POLICY ON SMALL AND MICRO ENTERPRISES UNDER GLOBAL ECONOMIC CRISIS

Fiscal policy is a method by which the government uses the budget to achieve some macro-economic goals through taxation and public expenditure for consumption and investment. Fiscal policy and monetary policy are the two most important macroeconomic control tools for the government to control and manage the economy.

Firstly, the author makes a questionnaire survey on the current situation of the financial policy of small and micro enterprises, and obtains the factors affecting the financial policy of small and micro enterprises after a statistical analysis on the results of the questionnaire survey. Secondly, the author makes an empirical analysis on the financial policy of the sample enterprises, analyse the specific problems and countermeasures of the financial policy of small and micro enterprises under the global economic crisis by using the regression straight-line method.

The paper shows that fiscal policy should cooperate with the national monetary policy and play the role of differential treatment and effective supply at the same time. This is a concept of big environment for small and micro enterprises. Moreover, in recent years, the survival and development of small and micro enterprises are facing difficulties, especially in the environment of the global economic crisis, the first is the collapse of a large number of small and micro enterprises. The development dilemma of small and micro enterprises is affected by many factors. It is mainly reflected in the backward internal management, slow technological change, low product level, small scale, lack of funds, especially the shortage of working capital, poor ability to resist risks and so on. Small enterprises have their own disadvantages which restrict the survival and development of small enterprises. From a forward-looking perspective, how to effectively make small and micro enterprises adapt to the national fiscal policy, maintain competitiveness and become bigger and stronger through the combination of macro policies is a common concern of economists.

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INCLUSIVE VECTOR OF PUBLIC MANAGEMENT

The concept of inclusive development is a new approach to ensuring the effective functioning of the state, which arose in the 21st century. This concept is based on the fact that each person is important, unique, valuable to the society and