

- reduction of state spending on state regulation. Subjects of social entrepreneurship, having a high level of social responsibility, ensure reduction of pressure from state bodies;

- timely response to social problems. Social entrepreneurship allows you to start solving social problems before they become acute, and their solution is costly.

Thus, the development of social entrepreneurship is conditioned by the need to effectively solve social problems. In accordance with the requirements of the time, the factors of the emergence and development of socially oriented entrepreneurship in Ukraine were the desire to improve investment attractiveness, strengthen the reputation and image of organizations, and, as a result, increase commercial success.

### **References**

1. Sali I. Amerykanskyi ta yevropeiskyi shliakhy sotsialnoho pidpriumnytstva Sotsialne pidpriumnytstvo v Ukraini. URL: <http://www.socialbusiness.in.ua/index.php/novyny/v-ukraini/109-amerykanskyi-ta-ievropeiskyi-shliakhy-sotsialnoho-pidpriumnytstva>

2. Problemy i perspektyvy rozvytku maloho i serednoho biznesu : monohrafiia / za red. d.e.n., profesora S. D. Luchyk; Chernivetskyi torhovelno-ekonomichnyi instytut KNTEU. Chernivtsi : Tekhnodruk, 2021. 400 s.

**Fedorovych I. M.,**  
*Candidate of Economic Sciences, Associate Professor,  
Associate Professor of the Department of Financial  
Technologies and Banking Business,  
West Ukrainian National University,  
Ternopil, Ukraine*

## **PERSPECTIVES OF SOCIAL RISK MANAGEMENT IN UKRAINE IN THE CONTEXT OF ANALYSIS OF FOREIGN SOCIAL INSURANCE MODELS**

Managing social risks is a key aspect of ensuring social stability and well-being in any country. In Ukraine, this process faces a number of challenges, including the

ineffectiveness of preventive measures, the lack of a national strategy for reducing social risks, low levels of funding for the social protection system, and discrepancies between national and international standards. In this context, studying global experiences and adapting the most successful social insurance models can be an important step towards improving Ukraine's social protection system [1, p. 130].

At the global level, strategies for improving social risk management include various directions, such as enhancing the functional role of social funds and reforming legislation to protect the rights of resources that generate income for low-income groups. Stimulating entrepreneurship and developing strategies for corporate responsibility in the social sphere also remain relevant.

Social insurance is a key means of managing social risks, so it is worth familiarizing oneself with the social insurance systems of other countries. Academic research identifies three classical models of social insurance: conservative, social-democratic, and liberal, each with its own characteristics and representative countries.

The conservative model, also known as the continental model, with minimal state involvement, is characteristic of France, Germany, and Belgium. This model emphasizes the significant role of the non-governmental sector and cooperation with the state apparatus and various organizations to reduce state influence.

The liberal model, prevalent in the USA, the UK, and Japan, involves minimal state intervention, targeting, and selectivity, and public-private partnerships, occupying an intermediate position between the continental and Scandinavian models. It is believed that adapting certain mechanisms of this model could positively impact the development of Ukraine's social insurance system [2, p. 119].

The social-democratic model, particularly characteristic of Scandinavian countries such as Sweden, Denmark, and Norway, is noted for its high level of social protection with universal programs covering all citizens. The financing of such a system is provided through significant tax burdens, but at the same time, it ensures a high level of social protection against unemployment, poverty, and other

social risks.

Sweden, as a prominent representative of this model, implements a social insurance system based on solidarity, encompassing universal insurance. The main components of the system include unemployment insurance, health insurance, and pension insurance, with health insurance being predominantly financed through public funds. A wide range of medical services is also included within this program.

Based on the analysis of foreign social insurance models, we propose the following directions for improving social risk management in Ukraine [3, p. 8]:

1) development of a national strategy for managing social risks – adopting strategic approaches from the liberal model (USA, UK) and integrating them into national policy will create a targeted and selective support system focusing on the most vulnerable population categories;

2) involvement of the non-governmental sector – implementing elements of the conservative model (France, Germany) to enhance the role of non-governmental organizations in the social insurance system will reduce the burden on the state and increase the effectiveness of preventive measures;

3) universalization of social programs – using principles of the social-democratic model (Sweden, Denmark) to create universal social protection programs that cover all citizens regardless of their income will improve social security and reduce poverty and unemployment risks;

4) legislative reform – implementing reforms to protect the property rights of low-income individuals on resources that can generate income will reduce social inequality and promote economic growth;

5) enhancing funding efficiency – creating solidarity funds similar to those operating in Sweden to ensure stable financing of the social insurance system, providing high levels of social protection even in crisis situations;

6) public-private partnerships – implementing mechanisms of public-private partnerships characteristic of the liberal model will attract additional resources and improve the quality of social services;

7) education and awareness of citizens – introducing programs to raise public awareness of the importance of social insurance and methods of social risk management;

8) digitalization of the social protection system – implementing modern information technologies to optimize social insurance processes and increase system transparency.

Therefore, directions for improving the management of social risks in Ukraine can include several key measures. Firstly, it is necessary to develop and implement modern information systems for monitoring and forecasting social risks, which will enable prompt response to potential threats. Secondly, it is crucial to enhance the qualifications of social service workers through continuous training and the introduction of the latest technologies. The third step could be the improvement of the legislative framework, including ensuring adequate funding for social support programs. It is also important to strengthen cooperation between governmental and non-governmental organizations involved in social issues, to use resources more effectively and address problems jointly.

### Reference

1. Кравченко Т. В. Методи управління соціальними ризиками в контексті сучасного державного управління. *Держава та регіони. Серія: Державне управління*. 2019. № 4 (68). С. 129-135.

2. Vengurenko T., Yasentuk A. Foreign experience of social insurance and prospects of its application in Ukraine. *Economic Analysis*. 2020. Vol. 30. № 4. P. 118-124.

3. Іртищева І. О., Гуріна О. В., Работін Ю. А. Можливості імплементації досвіду соціального розвитку країн ЄС у вітчизняну практику. *Науковий вісник Ужгородського національного університету*. 2018. Вип. 20. Ч. 2. С. 6-10.