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FAMILY BUSINESSES IN UKRAINE AND ABROAD: COMPARISON OF RESEARCH AREAS

ABSTRACT

The purpose of the article is to compare the research areas of family businesses in Ukraine and abroad. The article examines the domestic and foreign research experience of family businesses from the standpoint of innovative economic development. Relevant publications of recent years are considered, which reflect the results of research and achievements of science and practice of the leading countries of the world, and a typology of family business research is compiled. The author's features of the typology of research on family enterprises are proposed: resource-oriented research, innovation-management and project research, approbation-methodical research, spatial and credit-oriented research, and innovation-oriented integrating research. As a means of implementing programs, projects, and measures for the development of family enterprises, planning and organizational measures of innovatively oriented formation, functioning and development of family enterprises and determination of optimal ways of such development are proposed.

The problems of the creation, operation and development of family enterprises in Ukraine and the development of family entrepreneurship on the basis of modern innovations and experience of foreign family firms of various types of economic activity were considered. This will allow, in the current conditions, as well as in the post-war period, to use the potential of family businesses of all types of economic activity in the most effective way.

The article proposes the use of methods of analysis, analogy, comparison, induction, and statistics, which allowed to thoroughly study a certain set of issues and draw appropriate conclusions.

Keywords: family enterprise, family business, typology of family enterprise research

JEL Classification: F41, L29

INTRODUCTION

It is impossible to imagine the development of the global economy in the twenty-first century without family businesses. It is well known that it is family businesses that have given rise to large corporations, which now play the role of transnational corporations. Instead, small and medium-sized businesses play a significant role in the economies of all countries, both small developing and large economies. For countries with weak economies, small family businesses seem quite understandable due to the lack of powerful world-class corporations. And for economically developed countries, small enterprises appear to be allegedly not representative, not quite characteristic, on the contrary, they are quite effective in a number of industries, and even more so as a means of protection against a significant level of unemployment. Economically weak countries are those that do not receive significant amounts of investment, due to the lack of interest of large global businesses in their resources, both natural, energy, and labour. Under such circumstances, the population is forced to self-organize, which determines the development of small, mostly family enterprises.

On the other hand, even in economically powerful countries, small and medium-sized family firms play their role. After all, reducing the number of employees in large corporations requires the employment of laid-off workers and middle management personnel. Scientific and technological progress is a factor in the replacement of many jobs with

robotic means, automated and automated production lines. It is undoubtedly recognized that humans get tired in the production process and can make technological errors when working on machines and inaccuracies in assembly work. Automats and robots, firstly, do not get tired, and secondly, they work without errors if they are maintained in a timely manner. As for the dismissal of middle management staff, they are being replaced, first by the automation of some management operations, and eventually by artificial intelligence. Many management functions, starting with planning, organizing and dispatching, especially in enterprises with a high level of automation, are already performed by electronic computing machines. The programming functions of these machines and the control over their activities are left to humans. Therefore, certain categories of managers may be exempted. In this way, even in developed countries, objective prerequisites for the formation of a sufficiently large sector of small and medium-sized family enterprises arise. For the development of family businesses in all countries of the world, there will be enough business space for a long time. Here you can name retail trade, the field of public catering, and various service services, where it is still difficult to replace a person, or such a replacement of a person by an automatic machine is not appropriate.

Our research should reveal some problems of the functioning and development of family businesses in Ukraine, as well as answer a number of promising questions of the specified process through the implementation of a certain set of tasks, in particular, taking into account world experience. We should study the above-mentioned world experience based on the research of foreign authors who, in their publications, revealed the problems of the development and functioning of family entrepreneurship. The special relevance of issues of formation, functioning and development of family business in Ukraine is determined by the current state of the Ukrainian economy. The domestic economy suffered huge losses as a result of Russia's war against Ukraine. A large number of large enterprises have been lost, which means the loss of jobs for tens and possibly hundreds of thousands of people. World experience points to family businesses as a means of solving employment issues. The emergence of urgent needs for service services in regions affected by the war should also not be dismissed. And such service enterprises can also be organized on the basis of a family business.

LITERATURE REVIEW

The study of the problems of family enterprises shows that they are considered from different points of view. The issue of the mutual influence of the heredity of family business and innovations is laid out quite thoroughly in the publication [1]. The authors analyzed 65 publications from the Web of Science database. The article is devoted to the review of scientific literary sources. As a result, general provisions regarding family business, and factors of transformation of family enterprises were determined. In particular, the authors joined the generally accepted interpretation of the definition of "family business". That is, a family business should be considered one where at least 50% belongs to one family. conclusion There is also agreement with previous researchers regarding the composition of essential features of a family business. Such signs include family ties between employees of the enterprise; the presence of family influence on decision-making regarding the activities of the family business; the presence of at least one family member in the management bodies of the enterprise. A conclusion is made about the dependence of the existence of a family business on innovation as a certain source of development, as well as about continuity as a factor of the future of family business. At the same time, a certain contradiction between continuity and the innovation process is defined. The researchers found that advice from predecessors can hinder innovation. An interesting aspect of the research is the selection of 32 publications, based on which the authors formed three clusters of publications (publication clusters) in accordance with the researched tasks. The first cluster, according to the authors, consisted of 15 publications that address the impact of continuity on innovation. The second cluster includes 12 articles describing the relationship between continuity and knowledge sharing. The third cluster includes 5 articles on obstacles to innovation. On the basis of the formed clusters of publications, it is proposed to draw conclusions about the relevance and prospects of further research [1].

Other researchers have also written about the need to share knowledge for the successful functioning and, most importantly, the development of family businesses [2]. The article has a clear focus on the use of computer technology and modern communication tools. The authors, in particular, note the possible impact of personal values on professionalization, continuity and innovation processes. They also emphasize the need for knowledge management in today's environment, which is characterized by a significant level of uncertainty. At the same time, the fact of faster response of family enterprises compared to non-family enterprises to the circumstances caused by the Covid-19 pandemic is noted [2, 408].

Not all research by Ukrainian and foreign scientists is published in journals included in the Web of Science database. At the same time, they also contain interesting results on the definition of certain categories, general issues of formation, functioning and development of family enterprises, including at different stages of development, and the specifics of family enterprises in different sectors of the economy.

The generalizations presented in the publications of Yu. Solonenko demonstrate the stages of development of family enterprises [3], as well as the classification of not only small and medium-sized enterprises but also large corporations [4]. Taking into account the enterprises of different scales of production, but formed from the beginning of their existence by a separate family, their number looks very significant. It is common knowledge that their specific weight in different countries reaches 70-90%. Usually, the interest of researchers is often concentrated on the differences and peculiarities of the functioning of family and non-family enterprises. Foreign and domestic researchers study the advantages and disadvantages of managing enterprises depending on the influence of family traditions or in the absence of such influence.

V. Smygur agrees with those scientists who consider family enterprises to be those in which family members own a significant share of property and/or family members occupy key management positions. The author's proposal regarding the typology of small family businesses is interesting. He suggests considering "urban-type" family businesses and peasant farms [5, 229]. Such an approach can be considered either industry-oriented or focused on the specifics of the territorial community's activities.

In Ukraine, at the moment, we do not have to talk about family enterprises on the scale of the Japanese Toyota, or the Republic of Korea, Samsung or Hyundai. That is why we focus our research on small family businesses. Analyzing the publications of researchers on the problems of formation, functioning and development of family enterprises made it possible to a certain extent (in the scope of articles published in recent years) to identify several areas of interest to scientists. Perhaps this kind of problem was also relevant for practitioners: owners and managers of family businesses. Of course, in the vast majority of cases, the "owners" and "managers" of small family businesses can be understood as one and the same person. The general trend of family business research, at least in Ukraine, in recent years is the study of the possibilities of introducing various kinds of innovations, and innovative development of family businesses. We identified the following areas of research. First, the analysis of problematic issues of formation, functioning and development of family enterprises. At the same time, it is important to study both internal and external factors of these problems. Secondly, analysis and recommendations on the management of family enterprises. Thirdly, an important aspect, from our point of view, is the emphasis in some publications on research methods that were applied to a rather specific type of economic activity, which is a family business, and an autonomous object of research - a family business. Fourth, special attention should be paid to studies that study national trends in the development of family businesses and, in particular, the relationship between family businesses and financial and credit institutions. This group of studies should also include the study of the problems of post-war economic recovery, in particular in the area of small and medium-sized family businesses. So, regarding the first line of family business research. In particular, the study of internal obstacles to change in the family business. The authors analyzed approaches to the identification of barriers to change, characteristic of family businesses, with the aim of identifying factors that potentially have the greatest impact on decision-making and the implementation of change processes. These factors include the generation at the head of the family business; the influence of interest groups, in particular, the presence of possible differences in the interests of the company and the family; the share of participation of professionals from outside the family [6].

The problems of the functioning of family businesses also include the influence of the board on innovation in family and non-family businesses. This study compares the management of family and non-family businesses. The researchers note that innovation is positively influenced by board size, especially in the case of family businesses, and gender diversity, especially in non-family businesses. Emphasis is placed on such an aspect of enterprise management as the influence of independent managers on the introduction of innovations in the activities of family enterprises. It is noted that independent directors have a negative impact on innovation, and this negative impact is even stronger in family firms [7].

If independent directors have a negative impact on the innovative development of family businesses, this does not mean that there is no negative influence on family members. There is a study that examines the impact of the family circle on resources and innovation in family businesses. It is noted that some family businesses seek to create a powerful business that can be passed on to descendants. To this end, they create resources to facilitate innovation, which include human, relational and financial capital. Other family firms satisfy family desires for unconditional nepotism, altruism toward unworthy relatives, and misappropriation of firm assets to fulfil private desires that eat away at those resources. The authors of the publication investigated the impact of some of these advantages, together with their impact on the resources and innovation needs of their markets, which shape the approach to innovation [8].

A significant part of modern publications on the problems of family business development is related to the possibility of introducing innovations. Family businesses are mostly small and this directly affects their ability to innovate. Unlike small enterprises, large corporations have significant intellectual, material and technical and, most importantly, financial resources for innovative development. From the mentioned advantages of corporations, family firms also differ in existing internal specific obstacles to innovation. This was reported by researchers who aimed to identify those characteristics of

family businesses that are sources of inertia regarding the implementation of innovative processes. In more detail, the goal was to identify factors stemming from the family nature of these businesses that are barriers to innovation. The need for such a study was, according to the authors, to form a position regarding innovation that differs from the position of other, non-family enterprises [9].

These studies revealed internal problems. Instead, there are publications in which attention is paid to external factors of the functioning and development of family enterprises. The authors of one such study studied the question of how a family business can survive disruptive changes in the industry. The research was conducted based on the statistics of the traditional mail-order industry. Usually, it was family businesses that served postal customers. Instead, centralized delivery has emerged, which family firms must respond to as a disruptive change in the industry. It's about the mail-order industry that disrupted the retail business in its early days. In the late 1990s, the Internet and, with it, e-commerce began to disrupt an industry characterized by a high share of family firms and a low level of innovation. Although the existing firms have been very successful for decades, most of them have faced serious turbulence. After all, new participants began to change the face of the industry due to the introduction of new technologies, and new organization of activities [10].

The publication [11] is devoted to conflicts in the family, which affect the relations between family members and, at the same time, owners/managers of family businesses.

For the second group of family business research, we included publications that studied issues of family business management. It is interesting to study and formulate the principles of innovation management in family firms. The authors conducted an analysis of long-term successful best practices with confirmation of the formulated principles by a practical worker. In this way, the principles of successful innovative behaviour in long-term effective activity were determined. In total, 11 principles were formulated for family businesses that show an active interest in innovation [12].

The practice of developing innovative projects through such an organizational form as startups is well-known. This, as proven by world experience, is an effective form of organizing the work of inventors, design engineers and technologists to create design and technological documentation for future products and manufacturing processes. Of course, startups require not only highly qualified specialists who can propose innovative ideas and develop technical documentation. Organizational prerequisites for the formation of creative teams of developers and financial resources for the implementation of startups are necessary. Mostly, such conditions can be provided by large corporations. All the more interesting is the research on the work in this direction of family businesses that seek to obtain exclusive innovative products for successful competition on the market.

The researchers studied the issue of co-innovation between family businesses and startups. The study was conducted as part of a dissertation that aimed to examine how specific attributes of family businesses influence co-innovation decisions with start-ups. The results show that two of the considered attributes, namely risk aversion and reluctance to collaborate with external partners, negatively influence the decision to co-innovate with startups. Two other attributes, long-term orientation and reluctance to invest in innovation goals, show ambivalent results. The authors note the impossibility of clear confirmation in their study of the influence of the studied factors on the effective cooperation of family businesses with startups [13].

The third group, which we noted as a certain direction of research, consists of publications where the emphasis is on family business research methods. We do not stop at a detailed consideration of these methods but only present them as those defined by the authors for a specific type of economic activity. Thus, to study the characteristics of the family business, which are specific obstacles to innovation, and create some inertia in the introduction of innovations, the model of five frictions of Rumelt (1995) was applied together with the theory of resources and opportunities [9].

Another post on small family businesses explores innovation, risk and value. This article reviews the literature and applies the principal conflict (PP) theory to small family businesses. Lack of accurate measurement and communication of risk, leading to problems with innovation, is a major contributor to PP agency costs. A careful analysis of the levels of risk reflected in the cost of debt and the opportunity cost of equity provides a theoretically sound and empirically evaluable process for determining the true cost of PP agency. Awareness of restrictive governance structures and the proposed cost-of-capital method for small business risk assessment can help SME owners and financiers to promote business performance and innovation [14].

The fourth direction, which we singled out in modern research, is the study of nationwide trends in the development of family businesses, as well as those factors that affect the relationship of family enterprises with financial and credit institutions. The following publications are examples of such studies.

A general state approach was used in the study of the goals of Polish family firms [15]. Such a view of family enterprises is important both for determining the development prospects of both family enterprises themselves and for understanding the state's financial and economic policy. The experience of such an approach is important for Ukraine, since in the post-war period many questions will arise regarding the development of the national economy on a new basis. Among them, it will be important to understand the state's investment in family businesses.

Another publication belongs to a narrower field of research, namely the study of influencing factors on the banking relations of Polish firms [16]. Such experience can also be useful in considering the place of credit resources in the activities of family enterprises.

The public organization "Center for the Development of Corporate Social Responsibility" within the framework of the Future of Work project and the coordination of work group activities on creating favourable conditions for entrepreneurship in the west of Ukraine with the aim of supporting people in starting their own business, together with the involved experts A. Zinchenko and L. Filipchuk conducted research. According to the results of this study, the ignorance of many entrepreneurs regarding programs to support small businesses during the war was revealed. 80.1% of businesses do not interact with Regional Military Administrations and communities, and 96.1% do not know or are not involved in the programs of Regional Military Administrations [17]. The researchers found that "27% of the country's residents plan to open their own business after the war. Undoubtedly, priority support should be given to entrepreneurs who plan to open their own businesses in those sectors of the economy that will be a priority for the country's development in the context of the future Reconstruction Plan of Ukraine. According to experts, agriculture and agribusiness are extremely important and represent potential growth sectors in terms of employment and entrepreneurship due to the huge losses of these sectors in certain regions and because 70% of the temporarily displaced have taken refuge in small towns (35%), rural areas (32%), and suburbs (7%)" [17]. These results of the study demonstrate the relevance of the creation and development of family businesses.

AIMS AND OBJECTIVES

The purpose of the article is to compare the areas of research on family enterprises in Ukraine and abroad. For this purpose, the author conducted a study of the problems of creation, operation and development of family enterprises in Ukraine and the development of family entrepreneurship on the basis of modern innovations and experience of foreign family firms of various types of economic activity.

The objectives of the study are: to determine the features of the typology of research on family enterprises according to foreign and domestic publications of predecessors, as well as possible means of implementing programs, projects and measures for the development of family entrepreneurship; to study the state of research and development on family entrepreneurship in Ukraine in comparison with European countries; to clarify the place and role of family enterprises in the economy of the state; to substantiate the need to create conditions for the development and effective functioning of family enterprises in modern conditions.

METHODS

The methodological and source base of the study is international documents, and recommendations of international congresses and conferences on family entrepreneurship, which are reflected in scientific publications of periodicals. The research materials are also based on domestic regulatory and legislative acts and publications of foreign and Ukrainian researchers on the formation and functioning of family entrepreneurship as a harmonious part of the economy of foreign countries and Ukraine. The research methodology is based on a comparison of research results and recommendations of foreign and Ukrainian scholars and practitioners. Such an approach is necessary to determine the author's positions on the problems of family entrepreneurship, the place of economic, organizational and financial innovations in these problems, clusters already operating in territorial communities, as well as the possibilities of forming clusters with the participation of family enterprises. The author uses the method of analogy and the inductive method to substantiate the transfer from different approaches to family enterprises to the proposed ones: the features of the typology of research areas and the means of implementing programs, projects and activities of family entrepreneurship, the formation and use of a cluster with the participation of family enterprises engaged in production, service, transport, trade and intermediary activities.

RESULTS

Studying and comparing the results of research by foreign and Ukrainian scholars in the field of family business allows us to make certain generalizations. It should be noted that Ukraine pays insufficient attention to the problems of small and medium-sized businesses within family enterprises. It is necessary to deepen this area of research. Nevertheless, it is possible to identify some problems that have already been sufficiently studied. In particular, more attention is paid to the general issues of family businesses. Namely, the factors of slow perception of innovations by family enterprises, their owners and managers are studied. The problems of interaction between family businesses and banking institutions are widely covered in the research. It is important to note the insufficient coverage in publications of the area of scientific and practical activity under study, which is family business. The lack of domestic publications is not only due to the small number of studies on family businesses. The problem of insufficient attention to family business issues has its roots in Ukraine.

On the one hand, Ukraine did not experience the process of downsizing large enterprises, as was the case in the United States and Western Europe in the 1960s and 1970s. It was the innovative development of technologies that led to job cuts at large enterprises and the need to create a lot of small ones, including family businesses. In many cases, this process has contributed to the preservation and even improvement of the operating environment for long-established family businesses. Another aspect of the lack of attention to this area of economic activity is the large enterprise-oriented structure of the national economy inherited from the previous economic system, the Soviet planned economy. While market-type economies not only did not hinder but, on the contrary, facilitated the development of family businesses in every way possible, small business were destroyed in our country. Large family businesses were out of the question, as they were liquidated with the establishment of Soviet rule. These are the political and economic reasons for the underdevelopment of family businesses in Ukraine.

On the other hand, the difficulty of researching family businesses by scholars is to some extent a reflection of the shortcomings in the coverage of their practical activities. After all, family businesses operate quite separately, autonomously and, as a rule, with small volumes of production of goods or services. These circumstances make it difficult to study the number of enterprises that would be sufficient to draw generalized and reasonable conclusions. Simplified reporting forms for small enterprises also do not facilitate in-depth research of their activities. We can agree that simplification of bureaucratic procedures is necessary to improve the efficiency of family businesses. However, the need for evidence-based recommendations that small and medium-sized family businesses need requires a study of their activities. In this regard, it is worth emphasizing the factor of the war of 2022-2023, which destroyed many large Ukrainian enterprises. Thousands of people will not be able to work for them again after the end of the war. At the same time, it is possible to prevent unemployment, as the experience of developed countries shows, by creating favourable conditions for small and medium-sized enterprises. At the same time, the easiest option for creating enterprises of this type can be a family business. Of course, government assistance will be necessary. For this, appropriate support programs for family businesses should be created in a timely manner. Such programs should provide not only legal and financial support but also appropriate spatial and sectoral coordination for the optimal development of the economy of the country, individual regions, cities and towns.

For the proper organization of the prospective development of family entrepreneurship on the basis of state, regional and municipal programs, appropriate scientific developments are needed. A better understanding of the prospects for further research requires the identification of certain features of the typology, according to which the problems of family entrepreneurship have already been sufficiently studied, and for which there are still some unresolved issues. For the convenience of determining the specified aspects of our research, we will summarize the results of the study of literary sources in the table. We will use the inductive method of research and, moving from a certain amount of specific cases (conclusions of the authors of the studies considered according to the cited publications) to a generalization, we will build Table 1. First, we name the researched publications and their content (generally formulated in accordance with our vision of the problems), and then we determine the characteristics by which the researched results can be grouped. An important aspect of this method of typology and presentation of directions of fundamental and applied research is the following. Along with defining the features of the typology, suggestions are formulated regarding possible means of implementing programs, projects, and measures for the formation, functioning, and development of family businesses. Thus, typology not only serves a certain (according to the author's vision) arrangement of researchers' views and determination of prospects for further scientific research. Possible directions of practical implementation of the conclusions already made by the authors of previous studies are also outlined. The foundations are being laid for complex and purposeful actions regarding the innovative development of family enterprises. Thus, the typology of family business development factors can have not only theoretical significance but also contain a practical focus.

Table 1. Typology of research on the formation, functioning and development of family enterprises.

Publications		We have proposed a typology of the research direction	Means of implementation of programs, projects, measures of formation, operation and development of family enterprises
№ in the list of references	Generalized conclusion on the direction of the content of publications (according to our author's approach)		
1-11, 17	Analysis of internal and external factors that determine resource, subjective and personnel problems inhibiting the processes of formation, functioning and development of family enterprises	Resource-oriented research	Planning and organizational measures of innovatively oriented formation, functioning and development of family enterprises
1,2,12,13,17	Analysis and recommendations on the management of family businesses and interaction with innovative start-ups	Innovative management and project research	
1,9,14	The emphasis in some publications on research methods that were applied to a rather specific type of economic activity, which is a family business, and an autonomous object of research - a family business	Testing and methodological research	
1,9,15-17	Studies that examine national trends in the development of family businesses and, in particular, the relationship of family businesses with financial institutions	Spatial and credit-oriented studies	
Current author's research	Integrating the views of previous researchers	Innovatively oriented integrative research	Determination of optimal ways of formation, functioning and innovative development of family enterprises

It is necessary to give an explanation of the features of the typology of the research areas proposed by us. "Resource-oriented studies" are those that study the issue of attracting various types of resources to family businesses. In the researched publications, which determined such a formulation of the signs of typology, human, material and technical resources were considered. At the same time, the effects of different resources on innovative development were clearly distinguished. The researchers also distinguished internal and external influences on the family enterprise.

The sign "innovative management and project research" was determined based on the findings of researchers regarding the influence of managers on innovation in family enterprises. As for the project content of research for the needs of family businesses, this component of the name of the feature is explained by the study of possible cooperation between family businesses and startups. Regardless of the negative assessment by the authors of the study of the experience gained in relation to such cooperation, it is worth setting the benchmarks for such cooperation in the future.

The sign "methodological research" is a reflection of the need for wider use of various research methods, including the problems of family enterprises. Highlighting such a feature, we aim to draw the attention of scientists to the use of all possible methods of research, including those that have not yet been used in the field of family business.

The label "spatial and credit-oriented research" may, at first glance, seem not entirely logical due to the combination of two different approaches in terms of content and nature: spatial as geographical and credit as monetary. Instead, in modern conditions, just such a combination is necessary. The development and functioning of family businesses take place in conditions of competition in a specific territory. Any economic development is impossible without attracting credit resources. At the same time, competitors within the territorial community cannot drive each other into bankruptcy. First, it is unacceptable for the community due to the loss of certain production of goods or services. Secondly, the creditor - a banking institution - is under threat. In such a situation, it is the bank that can act as an arbitrator. In this way, banking institutions are involved in evaluating the prospects of each family business. Therefore, they can act as "experts" not only in relation to granting or refusing to grant a loan but also in the question of the feasibility of forming and developing a family business in a certain type of economic activity in a specific territorial community, on a specific territory. At the same time, a financial and credit institution together with local authorities can provide recommendations on the creation of a cluster with the participation of competing family businesses in the territorial community. It is in this way that the need to consider research simultaneously from the positions of spatial and credit orientation should be perceived.

We defined the current study as "innovation-oriented integrative". We proceeded from a large number of previous findings on the slow perception of innovations by family businesses, as well as from our perspective on the need to integrate family businesses: with startups at the stage of preparing certain technological changes; with financial and credit institutions at all stages of operation; with government agencies to coordinate cooperation in accordance with the needs of local communities and to determine the sectoral focus and cluster formation.

Of course, it should be recognized that the proposed typology of research on the formation, functioning and development of family enterprises does not cover all aspects of the activities of such enterprises. However, it is important in modern conditions to take a certain step in order to create prerequisites for a perspective vision of further complex and systematic research. At the same time, there is no objection or contradiction regarding the publication clusters proposed by the authors of the publication [1].

DISCUSSION

In the article, we present our own version of the typology of family business research. In contrast to the experience of the leading countries, we point out insufficient attention from state and local authorities and management to the problems of family entrepreneurship inherited from the previous economic system, as well as their lack of interest and support for scientific research in Ukraine. We emphasize the need to engage in innovative projects and activities, including such an organizational form of interaction as clusters, to ensure the effective functioning of family businesses. We do not offer direct methods of forming clusters with the participation of family businesses, which is not the subject of this study.

We agree with many of the findings in the reviewed publications. Their authors highlight the important trends of recent years and the results of the development of national economies, including in the field of functioning of family enterprises. Instead, the three typologies of research (publications) proposed in one of the articles do not take into account the aspects of the functioning of family businesses that are characteristic of the Ukrainian economy. As for the Ukrainian authors, the publications of recent years do not contain any typological searches and do not cover the prospects for the post-war development of family business in Ukraine. Also important is the insufficiency of recommendations in the mentioned publications regarding the implementation of the concept of clustering family businesses in the territorial communities of Ukraine. At the same time, the researched publications give reasons to believe that the prerequisites for defining a comprehensive approach to the implementation of a number of innovative projects in domestic family enterprises have already matured.

Of course, our article has not yet covered the issue of organizational and legal procedures, economic measures and financial instruments for the implementation of programs and projects for the formation and functioning of clusters of family enterprises and their participation in existing clusters.

CONCLUSIONS

The work proposes and substantiates the methodological principles of researching the problems of family enterprises. In particular, methods of analysis, comparison, induction, and statistical methods were used. This made it possible to thoroughly study a certain set of issues and draw appropriate conclusions.

A study of the place and role of family businesses in the economy of foreign countries and Ukraine was conducted. Foreign experience shows a large share of family businesses and their involvement in all types of economic activity. We have determined the reasons for the weak development of family entrepreneurship in Ukraine due to the desire to build only large enterprises, including in the field of services, trade, and public catering, inherited from the "planned economy" system. Unfortunately, in previous decades, Ukraine followed the same strategy for the development of the national economy. As a result, not only the production activities of family enterprises were not supported, but also relevant and necessary scientific research for the full and effective functioning of such a segment of the economy. The post-war period will require, for many reasons, active stimulation by the state of the creation and development of family businesses.

Prospective research in the area indicated by us should be questions regarding the specifics of the formation, functioning and development of family businesses on an innovative basis, as well as the creation of multifunctional clusters in territorial communities with the participation of family businesses.

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СІМЕЙНИЙ БІЗНЕС В УКРАЇНІ ТА ЗА КОРДОНОМ: ПОРІВНЯННЯ НАПРЯМІВ ДОСЛІДЖЕНЬ

Метою роботи є порівняння напрямів досліджень сімейного бізнесу в Україні та за кордоном. Досліджено вітчизняний і зарубіжний досвід вивчення сімейного бізнесу з позицій інноваційного розвитку економіки. Розглянуто актуальні публікації останніх років, у яких відображено результати досліджень і досягнення науки та практики провідних країн світу, складено типологію досліджень сімейного бізнесу. Запропоновано авторські особливості типології досліджень сімейних підприємств: ресурсоорієнтовані дослідження, інноваційно-управлінські та проектні дослідження,

апробаційно-методичні дослідження, просторові та кредитно орієнтовані дослідження, інноваційно орієнтовані інтегруючі дослідження. Як засіб реалізації програм, проєктів, заходів щодо розвитку сімейних підприємств запропоновано планувально-організаційні заходи інноваційно орієнтованого формування, функціонування та розвитку сімейних підприємств і визначення оптимальних шляхів їх розвитку.

Розглянуто проблеми створення, функціонування й розвитку сімейних підприємств в Україні та розвитку сімейного підприємництва на основі сучасних інновацій і досвіду зарубіжних сімейних фірм різних видів економічної діяльності. Це дозволить у нинішніх умовах, як і в післявоєнний період, максимально ефективно використовувати потенціал сімейних бізнесів усіх видів економічної діяльності.

У статті запропоновано використання методів аналізу, аналогії, порівняння, індукції, статистичних, що дозволило ґрунтовно дослідити певний комплекс питань та зробити відповідні висновки.

Ключові слова: сімейне підприємство, сімейний бізнес, типологія дослідження сімейного підприємства

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