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REGULATORY POLICY IN INSTITUTIONAL ENVIRONMENTS SMALL AND MEDIUM ENTERPRISES

The level of development of small and medium-sized businesses determine the welfare society, political and economic stability. The state should provide support and development of small and medium businesses. One of the main instruments of state influence - regulatory policy. In Ukraine, the regulatory policy started with the adoption of the Law of Ukraine "On Principles of Regulatory Policy in Economic Activity" in 2003. In fact, we are seeing a complete failure of the state in the regulation of small and medium businesses, as evidenced by the overall economic decline. We must look for new theoretical and practical methods for the development and implementation of effective regulatory policies.

One important element of regulatory policy serves institutional environment. The institutional environment is formed of the institutions on which made institutional agreement or transaction. Transactions in the institutional environment accompanied transaction costs. The quality of the institutional environment is determined by the transaction costs. The less the transaction costs, the higher the quality of the institutional environment.

The quality of the institutional environment can be assessed at the microlevel and macrolevel. Also the quality of the institutional environment can be studied in a positive perspective and in a normative sense. We offer assessment matrix institutional environment for micro and macro parameters and normative-positive analysis. At the macro level analysis of indicators of the quality of the institutional environment can be direct and indirect.

To assess the quality of the institutional environment at the macro level (positive analysis) used indicators of international rankings. The most appropriate rating to assess the institutional environment of small and medium-sized businesses is the rating Doing Business. Analysis of his data indicates low quality of Ukrainian institutional environment.

Regulatory policy is institutional in nature. Regulatory policy is changing institutions, changing institutional environment of business. A good regulatory policy reduces transaction costs that increase the economic efficiency of small and medium businesses. In developing and implementing regulatory policies should take into account this mechanism.