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**BUILDING AND DEVELOPING A HYBRID SHARING PLATFORM  
FOR THE ECOSYSTEM OF YOUTH SOCIAL INTEGRATION**

*The article is devoted to the issues of shaping and improving the conceptual approach to building a hybrid sharing platform for the ecosystem of youth social integration as well as facilitating environmental stress reducing actions on the territory. The sharing platform operation relies on the principles of sustainable development, long-term economic growth, social cohesion and reintegration, and environmental protection. These principles are embodied in the growth and development of regions exhibiting social strain, finding a balance between economic and social progress, in support for the social integration of youth and the empowerment of vulnerable population groups, especially young people, ensuring equal access to education, and environmental protection of territories. Application of a combination of such approaches to arranging a platform will ensure the implementation of innovative strategies for socioeconomic, educational, entrepreneurial and environmentally conscious activities; help to mitigate social tension by creating additional jobs, reducing unemployment, overcoming poverty and shaping modern, innovative active youth generation capable of creating their own business to improve the quality and standard of living. The key idea of this study is that integration into the university ecosystem of a new structure – the hybrid sharing platform for the ecosystem of youth social integration – will promote integrated interaction of interactive tools of the innovation chain of human capital development within a new paradigm. A new understanding of educational and innovation policy priorities and creating an appropriate institutional environment for effective ecosystem performance based on the hybrid sharing platform will contribute to further human potential development, enhancing professional, legal and environmental consciousness and awareness of youth subject to national priorities and global trends in research and technology, foster social and psychological reintegration of vulnerable groups of young people to active socioeconomic and labor activities.*

**Keywords:** *entrepreneurship; hybrid sharing ecosystem platform; social integration of youth.*

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**СТВОРЕННЯ ТА РОЗВИТОК ГІБРИДНОЇ SHARING-ПЛАТФОРМИ ЕКОСИСТЕМИ  
СОЦІАЛЬНОЇ ІНТЕГРАЦІЇ МОЛОДІ**

*Статтю присвячено розробці й удосконаленню концептуального підходу щодо створення гібридної sharing-платформи екосистеми соціальної інтеграції молоді та зниження екологічної напруги території. Функціонування sharing-платформи здійснюється на засадах сталого розвитку, довгострокового економічного зростання, соціальної єдності та реінтеграції, захисту навколишнього середовища. Ці принципи втілюються в зростанні та розвитку регіонів з напруженим соціальним станом, знаходженні балансу між економічним та соціальним прогресом, підтримці соціальної інтеграції молоді та розширенні можливостей вразливих груп населення, особливо молоді, рівного доступу до*

освіти, екозахисту територій. Комплексне поєднання таких підходів до організації платформи забезпечує впровадження інноваційних напрямів соціально-економічної, освітньої, підприємницької, екологічно свідомої діяльності, зниження соціальної напруги шляхом створення додаткових робочих місць, скорочення безробіття, подолання бідності та формування прошарку інноваційно активної молоді, здатної створювати власний бізнес для покращення якості та рівня життя. Головною ідеєю є припущення, що інтеграція в екосистему університету нової структури – гібридної *sharing*-платформи екосистеми соціальної інтеграції молоді – дозволить організувати комплексну взаємодію інтерактивних інструментаріїв інноваційного ланцюжка розвитку людського потенціалу молоді на новій основі. Нове осмислення пріоритетів освітньо-інноваційної політики та створення відповідного інституціонального середовища функціонування екосистеми на базі гібридної *sharing*-платформи сприятиме розвитку людського потенціалу, професійної, правової й екологічної свідомості та обізнаності молоді відповідно до національних пріоритетів та світових тенденцій науково-технічного розвитку, реінтеграції соціально та психофізично вразливих верств молоді до активної соціально-економічної та трудової діяльності.

**Ключові слова:** підприємництво; гібридна *sharing*-платформа екосистеми; соціальна інтеграція молоді.

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### **СОЗДАНИЕ И РАЗВИТИЕ ГИБРИДНОЙ SHARING-ПЛАТФОРМЫ ЭКОСИСТЕМЫ СОЦИАЛЬНОЙ ИНТЕГРАЦИИ МОЛОДЁЖИ**

Статья посвящена разработке и совершенствованию концептуального подхода по созданию гибридной *sharing*-платформы экосистемы социальной интеграции молодёжи и снижению экологической напряжённости территории. Функционирование *sharing*-платформы осуществляется на принципах устойчивого развития, долгосрочного экономического роста, социального единства и реинтеграции, защиты окружающей среды. Эти принципы воплощаются в росте и развитии регионов с напряжённым социальным положением, нахождении баланса между экономическим и социальным прогрессом, поддержке социальной интеграции молодёжи и расширении возможностей уязвимых групп населения, особенно молодёжи, равного доступа к образованию, экозащиты территорий. Комплексное сочетание таких подходов к организации платформы обеспечивает внедрение инновационных направлений социально-экономической, образовательной, предпринимательской, экологически сознательной деятельности, снижение социальной напряжённости путём создания дополнительных рабочих мест, сокращения безработицы, преодоления бедности и формирования слоя инновационно активной молодёжи, способной создавать собственный бизнес для улучшения качества и уровня жизни. Главной идеей является предположение, что интеграция в экосистему университета новой структуры – гибридной *sharing*-платформы экосистемы социальной интеграции молодёжи – позволит организовать комплексное взаимодействие интерактивных инструментариев инновационной цепочки развития человеческого потенциала молодёжи на новой основе. Новое осмысление приоритетов образовательно-инновационной политики и создание соответствующей институциональной среды функционирования экосистемы на базе гибридной *sharing*-платформы будет способствовать развитию человеческого потенциала, профессионального, правового и экологического сознания и осведомлённости молодёжи в соответствии с национальными приоритетами и мировыми тенденциями научно-

*технического развития, реинтеграции социально и психофизически уязвимых слоёв молодёжи к активной социально-экономической и трудовой деятельности.*

*Ключевые слова: предпринимательство; гибридная sharing-платформа экосистемы; социальная интеграция молодёжи.*

**Formulation of the problem.** The search for theoretical approaches to the development of innovative entrepreneurship will promote the development and use of intellectual capital in institutions of higher education, business organizations and their network associations. A new approach to the formation of institutional forms of innovation entrepreneurship, as well as mechanisms for the formation and operation of small cluster business structures, based on (with the participation of) university units, can provide an efficient transfer of knowledge from the education system to entrepreneurship in order to provide innovative development as the most entrepreneurial institution of higher education, and the cluster's activity zone.

The problem, the solution of which is the creation of a hybrid share-platform ecosystem, is the need to find theoretical and practical approaches to the formation and development of human potential of a conscious and knowledgeable young generation of Ukrainians. The functioning of this platform is based on creating conditions for self-realization, providing physical, mental, spiritual and social health on the principles of openness, systemicity and integrity.

A new approach to the formation of innovative forms of realization of human potential of consciousness and awareness of youth is the development and implementation of a mechanism for creating conditions for personal professional and psycho-physical formation and self-realization, social activity and employment of young people, active life position in the field of environmental safety, mobility, improvement of the level of qualification, acquisition of unique vital and professional competences, development of new types and spheres of activity.

**An analysis of recent research and an unsolved part of the problem.** The first works devoted to the possibility of social integration on the basis of entrepreneurship are G. Dees [1], R. Dart [2], S. Shane [3], S. Venkataraman [4], G. Mort [5], J. Weerwardena [6], A. Peredo [7], M. MacLean [8], J. Mair [9], I. Marty [10].

In Ukraine, a bibliography on the creation of special conditions for young people's social integration is very small, prevalent articles and descriptive and observational work, and empirical research on Ukrainian data is still not enough. Thus, in studies of some domestic scientists (L. Dudorova [11], O. Columbette [12]) an analysis of transformations of the educational system concerning the creation of conditions for the physical training of specialists for various spheres of social activity was conducted. These authors came to the conclusion that the current state of the organization of physical education at universities is not effective enough to increase the level of physical fitness, health, motivation and interests of students to exercise and exercise. V. Shcherbak [13], L. Ganushchak-Yefimenko [13], N. Kulak [14] explored the possibilities of using the educational-research component in the triangle of knowledge "Education-science-business" and justified the feasibility of forming university structural business ecosystems based on on using the model of entrepreneurial world outlook, legal and environmental awareness and responsibility of students.

In most scientific publications, the problem of creating the necessary conditions for the formation, implementation and development of human potential of youth through the acquisition of unique living and professional competences, an effective system of professional orientation and training, physical development, environmental and legal awareness are studied separately. Thus, the work of L. Grinevich [15], the role of the human capital of youth in the economy of A. Semikina is devoted to the study of the preparation of competitive specialists in the context of European integration processes [16]. Scientists A. Shiyan, L. Nikaforov [17] suggest the use of the theory-

game model for obtaining professional knowledge as a mechanism for integrating science, education and economics. I. Gryshchenko, N. Tsymbalenko, T. Nefedova [18] believe that the problem of transformation of ineffective innovative institutions for the formation and development of human potential of youth can be solved by creating an educational-production cluster of a synergistic combination of higher education with production. T. Zhurko, Liu Lijiang [19] believe that the methods of supporting the innovative development of human potential in the system of higher education in countries such as the USA, Japan, China and India are effective but appropriate mechanisms of interaction between higher education and business that can be implemented to the conditions. functioning of Ukrainian universities is not offered. B. Lundvall proposed a concept of an innovation system based on a combination of the process of wealth creation with social cohesion [20]. The analysis of existing research on the problem of forming the human potential of consciousness and awareness of youth has proved that it needs to be addressed in a complex, not fragmentary way.

Unresolved or debatable issues include the absence of a mechanism for creating conditions for the formation, realization and development of human potential of consciousness and awareness of youth, an active life position in the field of environmental safety and legal responsibility; effective system of professional orientation and training, acquisition of unique vital and professional competences, development of new types and spheres of activity, use of a complex of complementary methods of estimation of mental working capacity and state of psychophysiological functions of young people; anthropometric study of their physical development.

**The purpose of the study** is to substantiate the theoretical and methodological foundations for the creation, functioning and development of the hybrid sharing-platform of the ecosystem of social integration of young people and reducing the socio-environmental stress of the territory on the basis of sustainable development, long-term economic growth, social cohesion and environmental protection.

**Research results.** The beginning of the XXI century. characterized by the transition of the leading countries of the world to a new stage of innovation development - the formation of a "knowledge economy". According to the Global Innovation Index, Ukraine ranks 56th out of 141 countries, while, according to the knowledge index, it is ranked 6th among the first 10 countries, which permits education to be viewed as the most sustainable element of the national economy, which provides for the reproduction of intellectual resources, even in adverse conditions. the environment. The results of the research conducted by the researchers allowed to state that the search for effective models, mechanisms and tools for promoting social formation and development of youth, innovative approaches to the formation of youth policy in Ukraine on the basis of the analysis of the success and effectiveness of the youth policy of the EU and the United States. The implementation of the European experience of reintegrating young people into a socially active life involves the use of fundamentally new interactive tools in the form of a hybrid share-platform ecosystem.

In the EU and Ukraine there are various programs for supporting socially vulnerable populations at both the national and regional levels. However, these programs are mostly passive content - they form vulnerable strata in the world's outlook and thinking - expectations from the state of certain social benefits and benefits. In this connection, it becomes necessary to identify the main directions, models and mechanisms for supporting and enhancing the growth of the human potential of professional, legal and environmental consciousness and youth awareness, as well as developing micro-nano-level practical models of this provision, taking into account the available resources of the universities.

The following methods and tools may be used to solve these problems:

- Methods for assessing temperament and characteristics of a person (TCI-R) and life satisfaction on a scale (SWLS) for the assessment of mental performance and the state of psychophysiological functions of young people on the basis of;
- bioimpedance analysis of human body composition for anthropometric study of physical development and biological state by means of;
- Modified Myers-Briggs testing methodology (MFT) to determine the appropriate type of activity, an effective system of professional orientation and training, and team roles;
- models for monitoring the balance of indicators of implementation of the integrative model of innovative entrepreneurship of universities in order to acquire unique vital and professional competences, development of new types and spheres of activity;
- theory of development and life strategy of a creative person for solving inventive tasks, forming an active life position in the field of environmental safety and legal responsibility;
- cluster analysis method – for the differentiation of youth groups by size and degree of use of human potential of consciousness and awareness of youth in order to evaluate the possibility of using the hybrid sharing platform – new network forms of organization of educational activities;
- method of matrix analysis – for calculating the magnitude of the potential of consciousness and awareness of youth;
- methods of multidimensional spaces – to develop methodological approaches to assessing the indicators of components (projections) of consciousness and awareness of youth by indicators of the European innovation scoreboard.

The methodology of the research is based on the general scientific methodology – philosophy and system approach, as well as on interdisciplinary methodological approaches – institutional, resource, anthropological, psycho-somatic, environmental legal and cluster.

Conceptual principles of management of the development of human potential of consciousness and awareness of youth in order to achieve a balance of interests of social partners in the social integration of young people and reduce the socio-environmental tension of the territory. To do this, the theoretical and methodological principles of the formation and functioning of the hybrid share-platform of the ecosystem were investigated, its main components and determining role in social integration of young people and reduction of the social and environmental tension of the territory were determined; the evolution of scientific views on the genesis and socio-economic essence of human potential of consciousness and awareness of youth and the possibility of its formation, implementation and development on the basis of the hybrid sharing-platform of the ecosystem as an object and object of research are analyzed; the institutional basis for the formation and functioning of the hybrid sharing-platform of the ecosystem was determined, a categorical apparatus and methodological tool for justifying the feasibility of creating a hybrid share-platform of the ecosystem were developed.

As a result, the laws of development of human potential of consciousness and awareness of young people in the conditions of knowledge economy, which are manifested in its intellectualization (increasing the role of intangible resources), were clarified; formation of the competitiveness of innovative structures for the development of the human potential of youth in the ecosystem of universities (the discovery of hybrid share-platforms); change in the type of youth work - from labor to intellectual.

Modeling the process of creating the priority hybrid sharing platforms of the ecosystem on the principles of diffusion of innovations: the internationality of science (the possibility of disseminating the results of scientific research in the world), the development of the material and production and experimental base (availability of necessary equipment and laboratories), the innovation activity of participants (enhancement of qualification and motivation of participants the process of intensifying the work on the introduction of innovations).

The theoretical and methodological principles of development of human potential of consciousness and awareness of youth are substantiated on the basis of forming an active life position in the field of environmental safety and legal responsibility; acquisition of unique professional and health-saving competencies, stimulation of development taking into account the estimation of mental working capacity, the state of psychophysiological functions of young people, anthropometric study of their physical characteristics.

The complex approach to activating the development of the human potential of consciousness and awareness of the youth aimed at the development of the student's personality, the creation of scientific and technological and educational production platforms, tools and measures to support and stimulate innovative processes of development of human potential of consciousness and awareness of youth is developed.

As a result, it was suggested – to substantiate the conceptual bases of monitoring of indicators of innovative development of universities on the basis of components (projections) according to the indicators of the European innovation scoreboard, which allows to determine the possibility of implementing the necessary structural changes in the educational process.

The conceptual provisions of the mechanism of functioning of the hybrid share-platform of the ecosystem functioning in the necessity of creating the conditions for the effective interaction of the system of education and science with the system of entrepreneurship for activating the counter-information-knowledge flows through the effective regulation of the difficultly organized environment of the universities are developed.

The main results for public practice will contribute to the implementation of priority directions of scientific and technological development, consolidation of the main areas of research that can lead to the creation of new technologies and industries that will contribute to the development of the national economy and the social sphere. In particular, according to the Law of Ukraine "On Priority Areas of Science and Technology Development" for the period up to 2020 corresponds to the direction "Fundamental scientific research on the most important problems of development of scientific and technical, socio-economic, socio-political, human potential for the competitiveness of Ukraine in the world and sustainable development of society and the state ". In particular, the integration of the hybrid sharing platform of the development of human potential of youth into the structure of the University's ecosystem will fulfill the requirements of the Resolution of the Cabinet of Ministers of Ukraine of 27.08.2010 "Ensure the development of applied scientific research and create conditions for the further implementation of their results through the development of science parks, technology parks, business incubators and other innovative structures". The functioning of such a new innovative structure will allow to solve a number of applied tasks, among which: development of models of intellectual provision of innovative development of human potential of consciousness, awareness, healthy lifestyle of young people, determination of optimal organizational forms of use of intellectual resources and results of the activity of the hybrid sharing platform. According to the Global Indicator of Innovation in 2017 (<https://www.globalinnovationindex.org/gii-2017-report>), the first issues of global challenges are youth, health and nutrition issues, and it is possible to solve these problems by integrating educationally Innovation Ecosystem University of Hybrid sharing-platform, which confirms the feasibility of project implementation.

In order to obtain the above scientific and applied results, it is necessary to accumulate and direct the corresponding funds of the state budget for financing, since the solution to this task has both an economic and a social effect. The economic effect will be manifested in ensuring the sustainable development of the ecosystem of universities, and social – in transforming all participants into active actors in the labor market, developing their entrepreneurial skills in the form

of obtaining the opportunity to open their own business, which will reduce social tension in the region, unemployment, open new jobs.

**Conclusions and suggestions.** The value of the expected results for world and national science is that: the proposed conceptual approaches, models and mechanisms for the development of systems of hybrid sharing platforms of the University's ecosystems reveal new standards for the development of the human potential of youth both in the regions of the country and in the leading universities of the world. The results of the research are universal and can be used in the activities of a wide range of network associations. Based on scientific recommendations and practice-oriented research results, a project can be successfully implemented through the creation and development of efficiently functioning hybrid sharing platforms in other university ecosystems.

To obtain the above scientific results, conceptual and methodological provisions regarding the formation and development of the system, models and mechanisms of intellectual development of the development of human potential of consciousness and awareness of youth will be substantiated and developed: 1) methodical instructions on the formation of information support for the organization of the activity of the hybrid share-platform; 2) educational and methodical on-line module for training entrepreneurship of certain categories, including socially vulnerable categories of youth; 3) the synthesized models of development of competitiveness of socially vulnerable categories of youth on the basis of the use of the provisions of the theory of solving inventive tasks: personality on the basis of new knowledge, transfer of knowledge, communication and debut in the labor market; 4) a method for evaluating the efficiency of the systems of hybrid sharing platforms of universities ecosystems.

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