METHODICAL APPROACH TO THE FORMATION OF THE INSTITUTIONAL MATRIX FOR THE RURAL ENTREPRENEURSHIP DEVELOPMENT

Theoretical and methodological approaches and scientific aspects of rural entrepreneurship development in the context of the institutional environment have been generalized. The algorithm of formation of the institutional matrix of the rural entrepreneurship development in order to establish a level of favorable or unfavorable institutional environment has been justified. The author's method of determining the importance of institutions has been proposed. The results of the calculation of the coefficient of the institutional development of rural entrepreneurship have been presented. Grouping of rural business formations according to the level of the impact of institutional determinants on economic activity has been proposed. The features of managerial decision-making by executives of the business formations under the influence of formal and informal institutions have been justified.

Key words: institute, institution, institutional matrix, institutional determinants, the business formation, rural entrepreneurship.