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**DISCUSSION QUESTIONS OF THEORY OF SOCIAL ENTREPRENEURSHIP IN UKRAINE**

The paper is devoted to research of the main scientific views on the nature of the concept of «social entrepreneurship». The necessity of interpretation of the category «social entrepreneurship» in socially oriented economy is substantiated. Author determined features and specific criteria that best match social enterprises in Ukraine. A comparative characteristic of social enterprises, charities and traditional business was conducted.

***Keywords:*** *social entrepreneurship, social enterprise, social objectives and criteria of identification.*