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**SOCIAL ENTREPRENEURSHIP:   
MAIN CHARACTERISTICS AND FEATURES OF DEVELOPMENT**

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***Research Methodology.*** *The method of theoretical generalization on the definition of the essence of social entrepreneurship, which is based on mitigating or solving problems of a social nature, has been used. A dialectical approach has been used to the study of the characteristics, criteria and principles of social entrepreneurship; a systematic approach has been used to considering the peculiarities of domestic and foreign experience of functioning of social enterprises.*

***Results,*** *The result of the study is the grounding of the role of social enterprises, which form a favourable environment for improving people’s well-being and it is an effective mechanism for solving many social problems.*

***Novelty.*** *The methodological approaches to the effectiveness of the opportunities of social entrepreneurship in the context of its social and commercial returns have been further developed.*

***Practical Significance.*** *The results of the study will stimulate the implementation of projects of social orientation and solving many acute social problems.*