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THEORIES OF ECONOMIC FLUCTUATIONS AND THEIR INFLUENCE ON THE FORMATION OF THE MODERN PARADIGM OF ECONOMIC ACTIVITY OF ENTERPRISES

Formulation of the problem. Economic fluctuations are one of the fundamental characteristics of the dynamics of economic processes, which is due to chronological unevenness. Economic processes are never the same over time and usually can be represented as alternation of periods of accelerated and slow growth and sometimes a decline in quantitative and cost indicators at all hierarchical levels of the economy.

Cyclicity is recognized as a constant characteristic and feature of a market economy. Prosperous models of the national economy are equally facing economic upheavals and signs of decline and economic depression. In most cases, scientists recognize the connection between the emergence of new phases and cycles in the economy with the level of demand in a key market (at the level of countries and large regions of economic influence).

The sequence of economic cycles affects the business activity of economic entities at the microlevel of the economy. The business activity of the enterprise is a key multifaceted indicator of activity in market conditions.

Analysis of recent research and publications. One of the most important characteristics that expresses the level of development and improvement of economic activity of the enterprise is economic activity. Scientists [1-5] have made a significant contribution to the development of theoretical foundations of business activity, in the study of individual structural components of its formation in various areas of management.

At the same time, it should be noted that the theoretical idea of business activity as a systemic integrity in the scientific literature is incomplete, and the composition of the structural elements of the formation of business activity is unclear.

The purpose of the article is to substantiate the influence of the theory of economic fluctuations on the economic activity of enterprises.

Presentation of the main material. Investigating business activity as a system, it is necessary to determine its structure – to determine the elements of the system,

and relationships between these elements. The effect of systemicity in the interaction of activity in the process of forming business activity is shown in Fig. 1.

When studying the elements of business activity, it should be noted that the very business activity of the enterprise – part of a broader concept – the management system of the enterprise, is only the result of economic activity but not the process itself. It is possible to allocate the subsystems of business activity: financial, innovative, investment, marketing, labor, and production activity.

Each of these types of activities has its own flows of movement in production, which determine the nature of the development of business activity of the enterprise in general [6-7]. They lead to the emergence of the main function as a system in business activity. It is to ensure effective economic activity in order to improve competitive positions in the market as a result of close interaction with the external competitive environment.

The definition of the structure of business activity is based on its historical analysis, which considers not only the process of formation of business activity as an independent concept of the enterprise management system but also the stages of its manifestation within the life cycle of the enterprise. It, as in any cycle, has its own group of stages (growth and decline), which are divided into phases: formation; growth; maximum value; reduction.

Management of enterprise activity is reduced to the formation of potential in all spheres of enterprise activity, and not by separate blocks of influence but by a complex, purposeful management solution of enterprise activity management tasks [8-10].

The main goal in managing the activity of the enterprise is the formation of all types of activity at the exit from the system – it can be achieved by purposefully ensuring the activity of the enterprise both at the entrance to the system and in the process of transformation. With regard to specific subjects of economic relations, the factors of business activity in this environ-

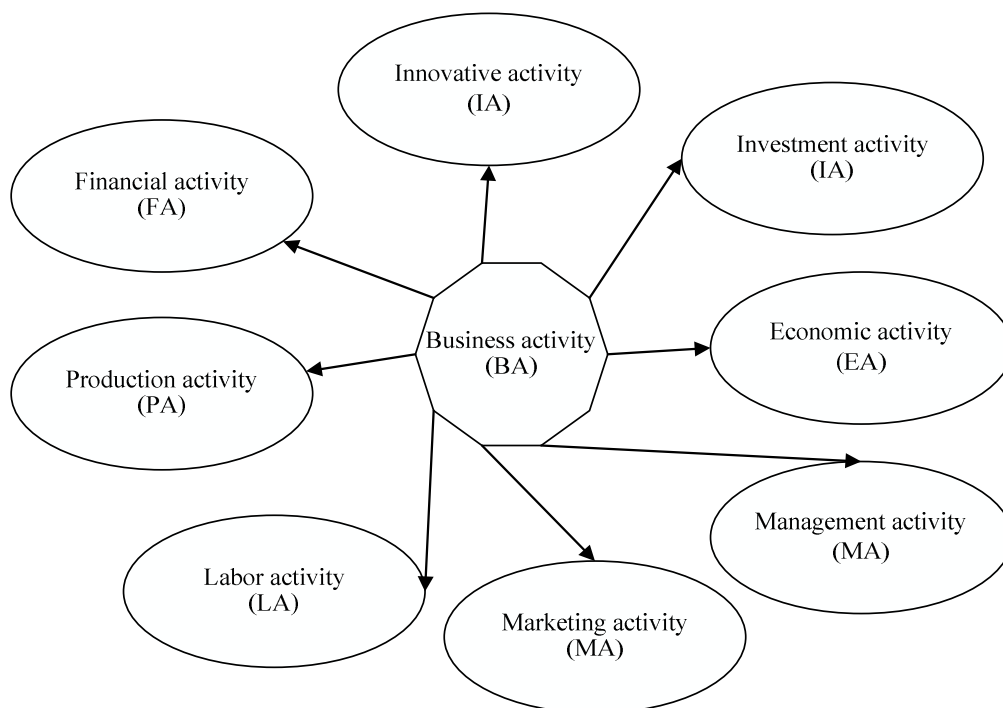


Fig. 1. Effect of systematization in the interaction of components of business activity of the enterprise

ment will significantly intersect with all factors, they indirectly or directly affect the results and activities of the enterprise.

In particular, they include: industry affiliation of the enterprise; quality and type of consumed resources; level of production and sales; financial, marketing and accounting policies of the enterprise; structure of material and technical support; the nature of strategic and tactical decisions; use or introduction of innovative technologies; degree of involvement in the competitive environment; possession of information on the peculiarities of modern economic development of enterprises.

Taking into account the mechanisms of formation of the enterprise management system, the following subsystems are distinguished: controlling and controlled that provides.

The main essence of the control subsystem is to determine the purpose, functions, methods and structure of management of business activity of the enterprise. Goals differ in temporal and functional features, according to the levels of priority or hierarchy. Defining the functions of the control subsystem is the choice of a set of processes of organization, interaction, accounting, control, planning, and motivation, which are necessary for management decisions.

Methods of the controlling subsystem is an interconnected set of existing management methods aimed at achieving the goals of business management of the business entity.

The structures of the control subsystem determine the organizational structure and management structure of the enterprise in relation to the functions and methods of management.

As for the subsystem that provides, it consists of information, resource, methodological, legal and environmental components that are necessary to ensure the effective functioning of the enterprise. Ensuring business activity affects the activity of the enterprise at the exit from the system.

Controlled functional subsystem consists of labor, production, management, economic, investment, marketing, financial, business, innovation, and market activity. This subsystem has the greatest impact on the business activity of the enterprise.

The subsystem “business activity” is a reflection of the interaction of controlling and controlled subsystems. Activity at this level is achieved by fulfilling the condition of balanced and purposeful influence of all subsystems.

An important element of any system is the formation of feedback. This element of the system plays a significant role – the overall effectiveness of the management system of the enterprise depends on the effectiveness of feedback, correct assessment, interpretation, and selection of corrective actions.

The feedback of this system is the assessment of the activity of the enterprise, which is aimed at the rapid detection of deviations in the system. The role of assessing the business activity of the enterprise in the system is given in Fig. 2.

Thus, when performing feedback functions, the assessment of enterprise activity becomes one of the main tools for the formation and provision of business activity. Management influences must be directed to the controlled subsystem. However, rapid changes in the subsystem without careful analysis has a detrimental effect on the activity of the enterprise.

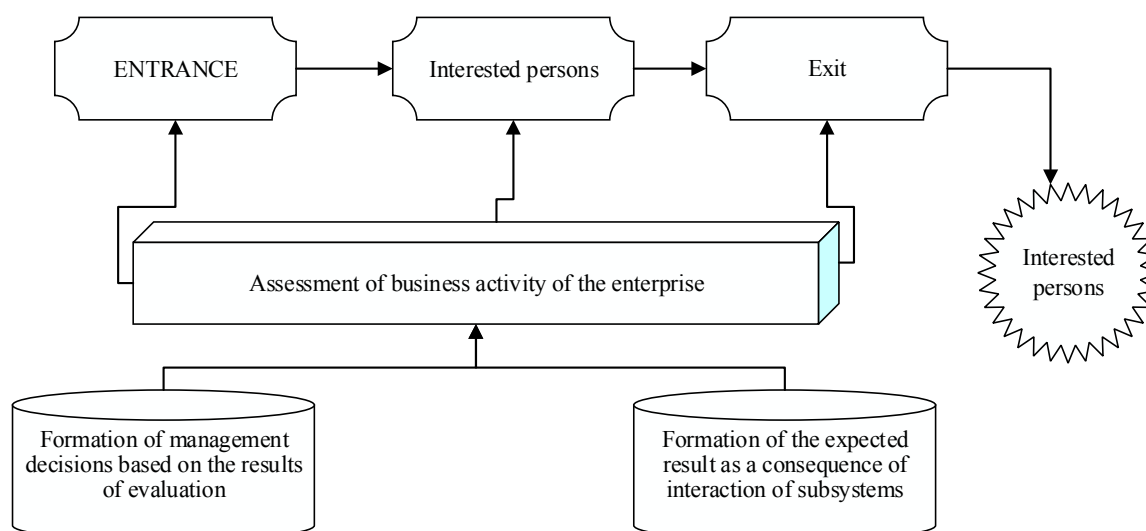


Fig. 2. The value of assessing the activity of the enterprise in the management system of economic activity

Conclusions. The offered model of realization of process of management of business activity of the enterprise allows to solve questions of management at all stages in a structured way, and also to consider dynamics of processes in time – the system has a cyclic character of the display. Factors that increase the level of business activity are internal and external conditions.

The external ones, in particular, include: reducing the bureaucratic press or facilitating the possibility of obtaining loans to enterprises, which must be accompanied by stability in the business management system.

Internal factors are usually related to the business activities of the enterprise, activities in the field of planning, marketing: industry affiliation of enterprises, the level of technical equipment and the intensity of implementation of developments, staff qualifications, etc.

The research revealed the following factors of growth of economic activity of enterprises that negatively affect the activity: unstable political and economic situation in the country; low level of welfare of the population; inefficient organization of work and lack of qualified personnel; shortcomings in the legislative field; the difficulty of providing information on financial and economic activities; distrust of the banking system.

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Кашена Н. Б. Теорії економічних коливань та їх вплив на формування сучасної парадигми економічної діяльності підприємств

Стаття присвячена обґрунтуванню впливу теорії економічних коливань на господарську діяльність підприємств. Визначено вплив економічних коливань на макrorівні економіки – на економічну активність, на мікрорівні – господарюючих суб'єктів. Детально аналізується системний підхід до визначення економічної діяльності підприємства як організації зі складною внутрішньою структурою. Аналізуються особливості визначення ефекту систематизації у взаємодії компонентів господарської діяльності підприємства: економічної, управлінської, фінансової, інноваційної, інвес-

тиційної, маркетингової, трудової, виробничої. Увага акцентується на головній меті в управлінні господарською діяльністю підприємства як формуванні всіх видів діяльності на виході з системи – вона може бути досягнута шляхом цілеспрямованого забезпечення діяльності підприємства як на вході в систему, так і в процесі трансформації. Відповідно до теорії економічних коливань виділяються фази формування економічної діяльності підприємства: формування; зростання; максимальне значення; зниження. Доведено, що на кожній фазі ділового циклу змінюється економічна поведінка підприємства. Обґрунтовано актуальність заходів з оцінки економічної активності в системі оцінки загальної ділової активності господарюючих суб'єктів. Визначено внутрішні та зовнішні фактори, що впливають на зміну господарської діяльності підприємства. Розглянуто важливість оцінки діяльності підприємства в системі управління господарською діяльністю як системи "Вхід-Вихід" відповідних показників. Аналізується формування керуючої та керованої підсистем у механізмі управління господарською діяльністю підприємств у ринкових умовах. Основним результатом дослідження є розробка системи управління господарською діяльністю як складової підприємницької діяльності підприємств. Надано ефективні рекомендації щодо забезпечення високого рівня економічної активності підприємств в умовах нестабільного ринкового середовища.

Ключові слова: економічні коливання, економічна активність, підприємницька активність, фаза формування, управління.

Kashchena N. Theories of Economic Fluctuations and their Influence on the Formation of the Modern Paradigm of Economic Activity of Enterprises

The article is devoted to the substantiation of the influence of the theory of economic fluctuations on the economic activity of enterprises. The influence of economic fluctuations at the macrolevel of the economy on economic activity at the microlevel of business entities is noted. A systematic approach to determining the economic activity of the enterprise as a phenomenon with a complex internal structure is analyzed in detail. Peculiarities of determining the effect of systematization in the interaction of components of business activity of the enterprise are analyzed: economic, managerial, financial, innovative, investment, marketing, labor, production. Attention is focused on the main goal in the management of the business activity of the enterprise as the formation of all types of activity at the exit from the system – it can be achieved by purposefully ensuring the activity of the enterprise both at the entrance to the system and in the process of transformation. The phases of formation of economic activity of the enterprise according to the theory of economic fluctuations are separated: formation; growth; maximum value; reduction. It is proved that at each phase of the business cycle the economic behavior of the enterprise changes. The urgency of measures to assess economic activity in the system of assessing the overall business activity of economic entities has been stated. The internal and external factors influencing the change of economic activity of the enterprise are defined. The importance of assessing the activity of the enterprise in the management system of economic activity as a system of "entrance-exit" of the relevant indicators is considered.

The formation of control and managed subsystems in the mechanism of management of economic activity of enterprises in market conditions is analyzed. The main result of the study is the development of a management system of economic activity as a component of business activity of enterprises. Effective recommendations to ensure a high level of economic activity of enterprises in an unstable market environment are provided.

Keywords: economic fluctuations, economic activity, business activity, formation phase, management.

Кашчена Н. Б. Теории экономических колебаний и их влияние на формирование современной парадигмы экономической деятельности предприятий

Статья посвящена обоснованию влияния теории экономических колебаний на хозяйственную деятельность предприятий. Отмечено влияние экономических колебаний на макроуровне экономики – на экономическую активность, на микроуровне – хозяйствующих субъектов. Подробно анализируется системный подход к определению экономической деятельности предприятия как явления со сложной внутренней структурой. Анализируются особенности определения эффекта систематизации во взаимодействии компонентов хозяйственной деятельности предприятия: экономической, управленческой, финансовой, инновационной, инвестиционной, маркетинговой, трудовой, производственной. Внимание акцентируется на главной цели в управлении хозяйственной деятельностью предприятия как формировании всех видов деятельности на выходе из системы – она может быть достигнута путем целенаправленного обеспечения деятельности предприятия как на входе в систему, так и в процессе трансформации. В соответствии с теорией экономических колебаний выделяются фазы формирования экономической деятельности предприятия: формирование; рост; максимальное значение; снижение. Доказано, что на каждой фазе делового цикла изменяется экономическое поведение предприятия. Обоснована актуальность мероприятий по оценке экономической активности в системе оценки общей деловой активности хозяйствующих субъектов. Определены внутренние и внешние факторы, влияющие на изменение хозяйственной деятельности предприятия. Рассмотрена важность оценки деятельности предприятия в системе управления хозяйственной деятельностью как системы "Вход-Выход" соответствующих показателей. Анализируется формирование управляющей и управляемой подсистем в механизме управления хозяйственной деятельностью предприятий в рыночных условиях. Основным результатом исследования является разработка системы управления хозяйственной деятельностью как составляющей предпринимательской деятельности предприятий. Даны эффективные рекомендации по обеспечению высокого уровня экономической активности предприятий в условиях нестабильной рыночной среды.

Ключевые слова: экономические колебания, экономическая активность, предпринимательская активность, фаза формирования, управление.

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*National Research University Higher School of Economics***EMPIRICAL ANALYSIS OF GENERALIZED TRUST IN MODERN RUSSIA****1. Introduction**

Today the concept of trust plays an important role in economic theory, being, for example, a crucial part of the theory of transaction costs and one of the components of the individuals' social capital. Mill (1970) writes that trust promotes increasing of transactions by means of ensuring honest behavior. Arrow (1972) even suggests that most of the economic backwardness in the world is due to the lack of mutual trust. Furthermore, some empirical studies, such as the work of Zak and Knack (2001) or the newer work of Bjørnskov (2012), show that greater trust in society leads to the economic growth. However, the study of trust cannot be treated as complete, since there are very small amount of works devoted to the study of trust at the individual level, especially the lack of them is observed in Russia.

Trust is at the heart of trade and investment, and especially it is important in the financial market where people part with their money in exchange for promises. And the most significant event in the financial sector all over the world over the past few decades has undoubtedly been the 2008 crisis. The Russian economy has also suffered several significant recessions in recent years, the most serious of which were the crises of 2008 and 2014. It would be interesting to check whether there was a trust change after these events in Russia

The following work has two purposes:

1) identify the determinants of generalized trust (i.e. trust in people in general) in modern Russia, using panel approaches for discrete choice models (panel logit in our case);

2) check whether the economic crises of 2008-2009 and 2014-2015 affected the level of generalized trust with the assumption that the population older than working age was not affected, using the diff-in-diff strategy.

The remainder of the paper is organized as follows: Section 2 presents a literature review, consisting of 3 subsections on theoretical background, trust determinants analysis and crisis impact on trust level; Section 3 provides the description of data that will be used; Section 4 represents the results of the trust determinants analysis; Section 5 represents results of a diff-in-diff estimation and Section 6 concludes and describes once again key points of the following research.

2. Literature review*2.1. What is trust?*

Different authors put different meaning in the concept of trust. For instance, Luhmann (2018) writes that trust is "a coping mechanism that allows individuals to manage the uncertainty and complexity of human social organization". We found definition of Sapienza and Zingales (2012) to be the most correct one. They suggest that trust "is the expectation that another person or institution will perform in a preferable way, or at least not detrimental to us, regardless of our ability to control".

It is customary to distinguish several classifications of trust: "how to trust" and "who to trust" Uslaner (2010). The first classification divides trust into strategic trust and moralistic trust (altruistic trust). The first one suggests that the trust is related to past experience with specific people. On the other hand, the central idea of moralistic trust is the belief that most people share your fundamental moral values, so you assume they are trustworthy.

Strategic trust can only lead to cooperation between people you know, so it can only solve problems of trust among a small number of people. We need moralistic trust to come to civic participation. The second classification divides trust into particularized trust and generalized trust. The first one relates to the trust in someone or something specific, for instance, in such institutions as family, or government. On the other hand, generalized trust applies to people in general. The last category of trust is analyzed in the following research.

2.2. What determines trust?

The study of determinants of trust is not a new direction of research, but we assume that there are still some findings to be made for at least two reasons. First of all, the largest part of papers are devoted to the study of trust determinants at the macro level, however, micro level analysis is not so popular among researchers up to now.

The second reason is that the vast majority of earlier works are based on data of Western countries: the United States and European countries – but such studies rarely concern countries aside from the Western ones and studies based on the post-Soviet countries (like Russia) are even less common. That is why the paper of Gleave, Robbins and Kolko (2012), where authors surveyed citizens of Uzbekistan, seems quite unique.

Gleave, Robbins and Kolko (2012) point out that all the determinants of trust can be divided into four semantic groups: civil society, institutional quality, culture and values and demographic homogeneity. The determinants of the first group characterize individual's involvement in social activities, for instance, in volunteer work. It is assumed that people who take an active part in the life of society generally more trustful than others, since they have more opportunities to learn from past experiences and develop expectations about how others will treat them. The second group includes determinants that measure institutional quality. High quality of institutions guarantees the creation of incentives for trustworthy behavior, which in turn increases the trust of individuals in the society. (Dysfunctional government institutions can lead to the lack of the generalized trust, according to Rothstein and Stolle (2008)). The third group consists of the individuals' various cultural norms and values that can somehow affect their level of trust. And the last group of determinants reflects the degree of homogeneity in society while considering such social inequalities as income inequality, religious inequality and ethnic inequality. The latter pave the way for untrustworthy behavior and, hence, the level of citizens' trust decreases.

According to previous papers (Alesina and La Ferrara (2002), Hooghe et al. (2009), Uslaner (2002)), group of population that experience discrimination are prone to a lower level of trust. Historically discrimination on the basis of gender, according to the authors, is directed towards women. That is, theoretically women should trust less than men. This hypothesis is confirmed in a study of Algan and Cahuc (2010) on a sample of US citizens, descendants of immigrants from different countries. However, a completely opposite effect was found by Dohmen et al. (2008) on a sample of German citizens: in Germany, women tend to trust more than men. In Asian countries such as China, Japan, Singapore, South Korea, Taiwan and Vietnam (Tan and Tambyah (2011)), even though Confucian philosophy prefers male dominance, gender does not affect the level of trust. Also, men and women do not differ from each other regarding trust in Muslim countries Jamal (2007), probably because women there do not perceive their status as unfavorable.

Age is considered one of the strongest predictors of trust. It is believed that as people mature, they are more likely to trust others. There are two possible reasons for this: as people grow older, they either learn to recognize social signs and signals that indicate trustworthy behavior (Gambetta and Hamill (2005)), or they develop the propensity of generations to trust others (Putnam (2000)). This hypothesis is confirmed in a sample of German citizens Dohmen et al. (2008), for Asian countries (Tan and Tambyah (2011)), and on a sample of US citizens, descendants of immigrants from different countries (Algan and Cahuc (2010)). An unusual result was obtained on the sample of citizens of Uzbekistan Gleave, Robbins and Kolko (2012): the coefficient at a

variable age was negative. The authors suggest that this effect can be typical for the former Soviet Union countries, where there is often a considerable divergence in views among older people (who lived long before the collapse of the USSR) and the younger generation.

It can not be said that marital status is a very strong factor influencing trust, however, in some studies it was found to be significant as well. Alesina and La Ferrara (2002) found that people who have experienced any kind of trauma, such as divorce, are less trusting.

In a study of Gleave, Robbins and Kolko (2012) on a sample of Uzbek citizens, the variable of number of children has a positive effect on the level of trust. But in the article of Welch et al. (2007) on a sample of US citizens, this variable is not significant.

People with a higher level of education tend to have a higher level of trust. Education, like age, gives the individual some experience and learn to recognize the features of credible information (Alesina and La Ferrara (2002), Freitag and Traummüller (2009), Hooghe et al. (2009)). This is supported by study based on German and Swedish data (Stolle, 1998). The same result was received by Omelchenko, Maximova and Noyanzina (2018); these researchers analyzed data from six Russian border regions (Altai region, Jewish autonomous region, Transbaikal region, Krasnoyarsk region, Omsk region, Orenburg region). In the study based on data from Uzbekistan Gleave, Robbins and Kolko (2012) the coefficient of the variable education is significantly negative, that diverges from other studies (the finding which is similar to the case with variable of age). The authors say that this can also be explained by the peculiarity of the population of the post-Soviet countries.

Success in the labor market and greater income foster trust, as they provide people with the necessary resources to accept risk and therefore trust others (Brehm and Rahn (1997), Freitag and Traummüller (2009)). This is confirmed by the large number of empirical works: the research of Paxton (2007), the research of Gleave, Robbins and Kolko (2012), Brehm and Rahn (1997), as well as Freitag and Traummüller (2009) found that the status of the unemployed reduces the level of trust of the individual. At the same time, more high social status and more high incomes increase trust (Omelchenko, Maximova and Noyanzina (2018)). Income inequality decreases trust, as Bjørnskov (2007) proved using a sample of 74 countries. Moreover, Chan (2007) argued that if globalization leads to more unequal domestic income distribution in a country that it adversely affects generalized trust (although usually globalization increases trust).

Trust-formation processes can be also characterized by racial dimensions. Marschall and Stolle (2004) showed that generalized trust is not likely to develop among whites who live in low status neighborhood. But these researchers did not find this effect for blacks.

Researchers rarely use types of religions as determinants of trust in their models. Nevertheless, such works exist. For example, Delhey and Newton (2005)

found that respondents who identify themselves with the Protestant faith demonstrated a higher level of trust (in a sample of 60 countries). The same result was received by Bjørnskov (2007) for a mentioned sample of 74 countries. But in the study of Algan and Cahuc (2010) on a sample of US citizens, descendants of immigrants from different countries, certain types of religion were insignificant.

2.3. The crises and trust

Trust is at the heart of trade and investment, and especially it is important in the financial market where people part with their money in exchange for promises Sapienza and Zingales (2012). And the most significant event in the financial sector all over the world over the past few decades has undoubtedly been the 2008 crisis. The Russian economy has also suffered several significant recessions in recent years, the most serious of which were the crises of 2008 and 2014. It would be interesting to check whether there was a generalized trust change after these events in Russia.

As far as we know, no such studies were made, however, there are some papers considering change of trust to different institutions, such as financial institutions and government institutions. Uslaner (2010) finds out that the economic crisis of 2008 led to a decrease in American citizens' confidence in financial and government institutions. As he writes, the public perception of the economic stimulus plan was noted by the beliefs that rich businessmen will receive special privileges, while ordinary people will not. Uslaner also mentions that, generally, decline in confidence is not due to short-term economic fluctuations, but to long-term trends, such as increase in income inequality. Nevertheless, the 2008 economic crisis is so deep that it can affect both the trust in institutions and the trust in people in general.

Gros and Roth (2009) investigates the change in the trust of European citizens after the 2008 crisis. He finds that confidence in European institutions, and in European Central Bank in particular, has declined since the beginning of the financial crisis. However, a diametrically opposite trend of change in the level of confidence in European and national institutions after the financial crisis was discovered. Trust in national governments (for Germany, France, Italy, Great Britain and Spain) has actually increased since the beginning of the financial crisis, which cannot be said about the United States, where, as shown in the previous article, was a significant decrease in citizens' trust.

Sapienza and Zingales (2012) also discover that confidence of American citizens after the crisis fell, but they find that it fell more for the stock market and less for banks and government. In addition, authors asked respondents what they thought was the main cause of the financial crisis: the greed of managers (appeared to be the most popular cause), excessive government intervention, lack of oversight, poor corporate governance, lack of regulation and global imbalances (appeared to be the least popular cause). And interesting is that people

who attribute the crisis to global imbalances have shown a much higher level of confidence in the securities market. The same is true for those who blamed excessive government intervention. The lowest level of confidence is characteristic for those who see the cause of the crisis in the lack of oversight and lack of regulation. Also, a low level of trust in the stock market is typical for those who saw the cause of the crisis in the greed of managers or poor corporate governance. The last two categories of respondents also showed the greatest decline in the level of confidence in the last few months of 2008.

3. Data

3.1. Data description

The data we are going to work with are panel data on individuals and the source of this data is the RLMS-HSE survey. The undeniable advantage of this database for our study is, first of all, a large number of individual level observations and great diversity of variables corresponding to person's attitude to various aspects of life and variables representing various demographic measures.

The depended variable is the ordered variable of generalized trust, which takes the value of 0, if the respondent states that "In dealing with other people, one must always be careful", 1, if the respondent cannot say definitely whether he trusts or not (i.e. depending on the person he deals with and the situation) and 2, if the respondent is sure that "Most people can be trusted". All the exogenous variables used in this paper will be discussed in the following section.

3.2. Variable descriptions

In the current study exogenous variables are divided into five semantic groups: nationality and religion, political confidence, job satisfaction, egalitarian values, place of residence and mobility. Some basic individual's characteristic which are likely to influence generalized trust are included as well. Detailed description and summary statistics of each variable can be found in Table A.8.

The set of basic determinants includes such individual's characteristics as gender, age, marital status, number of children, level of education, whether an individual lives in a countryside or not, whether an individual is unemployed or not and individual's income. Gender in the current study is represented by the dummy variable *Male*, which takes the value of 1, if a respondent is male and 0 otherwise. The variable *Age* denotes the total number of years of the respondent. Marital status of is represented by four dummy variables: *Single* which takes the value of 1, if an individual has never been married, *Married* – 1, if an individual is married or lives with a partner without a registered marriage, *Divorced* – 1, if an individual is divorced and does not have a partner and *Widow* – 1, if an individual is widow or widower. Later on in the regression models the variable *Single* is used as a reference group. The variable

Children denotes the total number of respondent's children. Level of education is represented by four dummy variables: *Education_1* which takes the value of 1, if an individual has incomplete secondary education, *Education_2* – 1, if an individual has complete secondary education, *Education_3* – 1, if an individual has complete specialized secondary education and *Education_4* – 1, if an individual has higher education. Later on in the regression models the variable *Education_1* is used as a reference group. Here we would like to note that in many studies the variable of education is used as the total number of years spent on education. But that is not completely correct, since, for example, the return of one year of primary school and one year of university is not the same. That is why we prefer to use categories to denote level of education.

According to Russian legislation, an individual is recognized as unemployed if he or she does not have a job, looks for it and is ready to start it, and finally he or she must be registered at the employment center in order to find a suitable job. Unfortunately, there is a very little number of such individuals in our sample, which can be harmful to the following regression analysis. So, instead, we mark a person as unemployed if he or she does not have a job, looks for it and is ready to start it, but does not registered at the employment center.

The variable of income in the current study is presented in the two ways. At first we use the variable of the actual income of an individual (*Income*), namely the total monthly income, including all possible cash inflows: wages, pensions, transfers from relatives, etc. In this study actual income values were deflated, i.e. all transformed to levels which are comparable (2012 and 2016 to 2006). The vast majority of researchers use the actual income as an exogenous variable when analyzing generalized trust. Secondly, it seemed to us reasonable to add to the model instead of the variable of actual income the income expressed in the form of some self-assessment of people of their income. This variable is a scale from 1 to 9, where 1 is the lowest income that is possible in society, and 9, on the contrary, is the highest possible income. The idea of adding exactly this variable is the following: we think that in reality trust is influenced not so much by the actual amount of the individual's income as by the individual's assessment of his income. Moreover, such measurement help as to account for possible difference of income between the regions, which is a common situation for Russia.

Our national fragmentation index is based on the racial fragmentation index of Alesina and La Ferrara (2002). It represents the probability that two randomly drawn individuals in a certain region belong to different nationalities, the index is thus increasing in heterogeneity. It is computed as follows:

$$Nationality\ Index_i = 1 - \sum S_{ki}^2, \quad (1)$$

where i represents a region and k a nationality. Each term S_{ki} represents the share of race k in the total population of region i .

We add dummy variables of three most common religious groups in Russia: atheist, Orthodox and Muslim. We also add dummies of federal districts in which an individual lives.

4. Analysis of trust determinants

The first purpose of the following article is to identify the determinants of generalized trust in modern Russia. We would like to start with analyzing the most common factors found in existing papers. Table B.9 presents the results of random-effects ordered logistic model estimation. Due to the fact that in case of logistic models coefficients can not be interpreted in the usual way, the marginal effects of coefficients are presented. This table consists of two models, the difference of which will be explained later.

According to our results, in Russia men are more likely to trust people in general than women and this effect is significant for both models. This finding seems to be obvious since, as was mentioned above, women tend to trust less than men because of the gender discrimination which has been discussed much in recent years.

The marginal effect of variable *Age* is also significant, meaning older people are more likely to trust due to them having more experience in dealing with people, specifically due to their ability to recognize signals that can determine how trustworthy a person they are dealing with is. A similar logic applies to the discussion of individual's education. During the educational process individuals encounter unfamiliar to them groups of people and thus have increased opportunity to understand signals of trust-warranting information. Therefore, the higher the education of an individual, the more likely he or she to trust other people. The theoretical explanation is supported by our results: we have found that individuals with completed secondary specialized education and individuals with higher education are more likely to trust others than individuals with incomplete secondary education.

None of the marital status variables appear to influence trust level, except for the dummy variable that indicates if an individual is a widow or a widower. In the second model its effect is slightly significant (at a 10% significance level only) and negative, which shows that widows and widowers are less likely to trust than single people. This finding is consistent with literature which documents that people, who experienced some sort of trauma trust less. The effect of the number of respondent's children is insignificant for Russia.

The effect of living in a village or some sort of countryside is positive and strong, i.e. individuals living in a rural area are keen to trust more. We guess that such a result can be explained in a way that rural areas of Russia in most cases are small and relatively sparsely populated, so people living there should know each other better (as compared to a metropolis), trust each other and this in turn inclines them to trust people more

in general. By the way, the same empirical result was received in the above-mentioned paper by Omelchenko, Maximova and Noyanzina (2018).

Income and success in the labor market are considered to be among the strongest factors affecting generalized trust. Having high income and being successful in the labor market is likely to promote trust because it provides people with the necessary resources to take risks and, therefore, trust others. The factor of success (in our case lack thereof) in the labor market is denoted by the dummy variable *Unemployed*, as employment status is usually specified as one of several criteria signifying labor market success. According to our finding, in Russia this factor does not affect generalized trust.

The two models in the table B.9 differ in the variable by which we denote individual's income. In the first model we use common in the articles on this topic variable of actual person's income (in our case that is the person's whole monthly income). Despite the fact that this determinant turned out to be highly significant in previous papers on this topic, in our article it did not. In the second model we use a unique in trust analyzing studies variable of individual's self-estimation of his or

her income. According to the expectations, it is this factor that influences the generalized trust: the higher the self-esteem of the individual of his income, the more likely he or she trusts others. In the second model we also add the variable of the individual's assessment of his authority in the society, which appears to have positive and strong influence on a probability of the individual's transition to the category of "full trust".

It is worth noting that all the marginal effects remain almost the same in the models of the same specification, but with the addition of a time effect (such models can be provided upon request).

4.1. Nationality & religion and Trust

Next, we move on to a group of exogenous variables that characterize national fragmentation in a region in which an individual lives, and a religious group to which a individual relates. The Table 1 presents the estimation results of random-effects ordered logistic models, including these exogenous variables. We would like to draw attention to the fact that these and the following regression models include a set of control variables, which are all the exogenous variables from the Model 1.2 from the Table B.9.

Table 1

Random-effects ordered logistic models: nationality & religion						
	Model 2.1			Model 2.2		
	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2
<i>Nationality index</i>	- 0.031 (0.036)	0.017 (0.019)	0.014 (0.016)			
<i>Atheist</i>				0.027 (0.041)	- 0.015 (0.022)	- 0.013 (0.019)
<i>Orthodox</i>				0.043 (0.037)	- 0.025 (0.019)	- 0.019 (0.017)
<i>Muslim</i>				- 0.114** (0,040)	0.061** (0.022)	0.053** (0.019)
<i>Controls</i>	Yes			Yes		
<i>N</i>	18 863			13 863		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, $p < 0.1$.

The Model 2.1 includes the variable, characterizing national fragmentation in a region in which an individual lives. Equation (1) introduces the formula for calculating the *Nationality Index*, which represents the probability that two randomly drawn individuals in a certain region belong to different nationalities. So, the index is increasing in heterogeneity. According, to the existing literature social distance between individuals acts as a barrier to developing trust, since people tend to trust those, who belong to the same to theirs group: income group, race group, nationality group, religious group, etc. That is why, in more homogeneous society

individuals are more likely to trust others than in heterogeneous one.

As expected, in case of Russia, national fragmentation in a region does not affect trust level, since Russians are the largest group and includes 80% of the whole population.

4.2. Political confidence and Trust

Next, we move on to a group of exogenous variables of political confidence of an individual. The Table 2 presents the estimation results of random-effects ordered logistic models, including these exogenous variables.

Table 2

Random-effects ordered logistic models: political confidence						
	<i>Model 3.1</i>			<i>Model 3.2</i>		
	<i>trust = 0</i>	<i>trust = 1</i>	<i>trust = 2</i>	<i>trust = 0</i>	<i>trust = 1</i>	<i>trust = 2</i>
<i>PC_1</i>	0.003 (0.005)	- 0.002 (0.003)	- 0.001 (0.003)			
<i>PC_2</i>	- 0.036*** (0.006)	0.018*** (0.003)	0.017*** (0.003)			
<i>PC_3</i>	- 0.029*** (0.006)	0.015*** (0.003)	0.014*** (0.003)			
<i>PC_4</i>	- 0.014* (0.005)	0.007* (0.003)	0.007* (0.003)			
<i>PC_index</i>				- 0.013*** (0.001)	0.007*** (0.001)	0.006*** (0.001)
<i>Controls</i>	Yes			Yes		
<i>N</i>	11 933			11 933		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, $p < 0.1$.

As can be seen in the table above, political confidence is a strong factor of generalized trust (be separate components and in common). The more confident an individual in political sphere and law of Russia, more likely he or she trusts other people.

4.3. Job satisfaction and Trust

Next, we move on to a group of exogenous variables of job satisfaction of an individual. The Table 3 presents the estimation results of random-effects ordered logistic models, including these exogenous variables.

Table 3

Random-effects ordered logistic models: job satisfaction						
	<i>Model 4.1</i>			<i>Model 4.2</i>		
	<i>trust = 0</i>	<i>trust = 1</i>	<i>trust = 2</i>	<i>trust = 0</i>	<i>trust = 1</i>	<i>trust = 2</i>
<i>JS_1</i>	0.018· (0.009)	- 0.009· (0.005)	- 0.008· (0.004)			
<i>JS_2</i>	- 0.006 (0.009)	0.003 (0.005)	0.003 (0.004)			
<i>JS_3</i>	- 0.012· (0.007)	0.00· (0.004)	0.005· (0.003)			
<i>JS_4</i>	- 0.003 (0.007)	0.002 (0.004)	0.002 (0.003)			
<i>JS_index</i>				- 0.0001 (0.001)	0.00005 (0.001)	0.00004 (0.0004)
<i>Controls</i>	Yes			Yes		
<i>N</i>	13 381			13 381		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, $p < 0.1$.

This factor does not affect trust by separate components and in common.

4.4. Egalitarian values and Trust

The Table 4 presents the results of random-effects ordered logistic model estimation with exogenous variables assessing egalitarian values of an individual.

This factor does not affect generalized trust in common, but still some components of person's egalitarian value are significant.

Table 4

Random-effects ordered logistic models: egalitarian values

	Model 5.1			Model 5.2		
	trust = 0	trust = 1	trust = 2	trust = 0	trust = 1	trust = 2
<i>EV_1</i>	- 0.012 (0.008)	0.007 (0.004)	0.006 (0.004)			
<i>EV_2</i>	0.006 (0.012)	- 0.003 (0.007)	- 0.003 (0.006)			
<i>EV_3</i>	0.023** (0.009)	- 0.012** (0.005)	- 0.011** (0.004)			
<i>EV_4</i>	0.003 (0.008)	- 0.002 (0.004)	- 0.001 (0.004)			
<i>EV_5</i>	- 0.031*** (0.006)	0.016*** (0.003)	0.015*** (0.003)			
<i>EV_6</i>	0.023* (0.010)	- 0.012* (0.005)	- 0.011* (0.005)			
<i>EV_7</i>	- 0.011 (0.006)	0.006 (0.003)	0.005 (0.003)			
<i>EV_index</i>				- 0.001 (0.001)	0.001 (0.0005)	0.001 (0.0004)
<i>Controls</i>	Yes			Yes		
<i>N</i>	12 132			12 132		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, $p < 0.1$.

5. The crises and trust

The second purpose of this study, as we mentioned earlier, is to check whether the economic crises of 2008-2009 and 2014-2015 affected the level of generalized trust with the assumption that the population over working age was not affected.

According to the existing literature, the level of particularized trust (i.e. trust to different institutions, such as, for example, government) after the crisis of 2008 has changed among European and American citizens and in the main it has decreased. However, there are no such studies about generalized trust and no studies on Russian data. Our expectation is that in Russia generalized trust level has also been changed after the crises (crises of 2008 and 2014) and, relying on previous works, it should have decreased.

To check this expectation we are going to use difference-in-difference model approach. The treatment group is respondents that were in working age (< 55) until 2016 (i.e. were in working age in all 3 years – 2006, 2012, 2016) and control group is respondents that were over working age (≥ 55) since 2006 (i.e. were over working age in all 3 years – 2006, 2012, 2016). The

choice of such a treatment group is because we suggest that from an economic point of view crises affected harder people of working age (through layoffs, wage cuts, etc.) rather than people of retirement age. And we expect that this economic shock on the working-age population could cause a decline in the level of their generalized trust.

Just before the regression analysis it is useful to compare means of the whole sample and treatment group in these two years. As can be seen from the table, the mean values of trust of the whole sample and treatment group do not differ significantly in 2006, before the crises, and they do not differ significantly in 2016, after the crises. But the difference of the means are significant in 2012, after the first crisis of 2008.

On the first step, we take two years: 2006, as a pre-crises year, and 2016, as a post-crises year. So, firstly, we check the impact of both crises.

Table 5 presents the estimates of the two difference-in-difference ordered logistic models for the period 2006-2016 with the dependent variable of generalized trust: *Model 7.1* without control variables and *Model 7.2*, on the contrary, with them. The variable of

interest in case of difference-in-difference model is a cross product of treatment group dummy variable and dummy variable of post-experiment period. So, in our case it is cross product of variables *Young* and *Year 2016* and it is significant both for models with and

without control variables. What is interesting, we expected this variable to be significant, but we expected it to give negative impact on generalized trust. However, this variable positively influences trust, which means that respondents in a working age began to trust more after the crises. So, this result is rather surprising.

Table 5

Difference-in-difference ordered logistic models: 2006-2016

	Model 7.1			Model 7.2		
	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2
<i>Young</i>	0.003 (0.012)	- 0.001 (0.005)	- 0.001 (0.007)	- 0.0004 (0.024)	- 0.00005 (0.009)	0.0004 (0.015)
<i>Year 2016</i>	- 0.096*** (0.011)	0.043*** (0.005)	0.053*** (0.006)	- 0.112*** (0.014)	0.046*** (0.006)	0.066*** (0.009)
<i>Young*2016</i>	- 0.098*** (0.013)	0.044*** (0.006)	0.054*** (0.007)	- 0.114*** (0.017)	0.046*** (0.008)	0.067*** (0.010)
<i>Controls</i>	No			Yes		
<i>N</i>	7 444			4 809		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, $p < 0.1$.

In the models below we do not distinguish crises, meanwhile, it is believed that the crises of 2008 and 2014 are quite different. The crisis of 2008 is considered to be a purely economic crisis, and the crisis of 2014 is more political than economic. Could the difference in the nature of these crises lead to unexpected results in the models above? To answer this question, we will build separate models for the periods of 2006-2012 and 2012-2016 to see the impact of the crises of 2008 and 2014 separately from each other.

Now we check the impact of the crisis of 2008 and we take two years: 2006, as a pre-crisis year, and 2012, as a post-crisis year.

Table 6 presents the estimates of the two difference-in-difference ordered logistic models for the period 2006-2012 with the dependent variable of generalized trust: *Model 8.1* without control variables and

Model 8.2, on the contrary, with them. As can be seen from the table, effect of cross product of variables *Young* and *Year 2012* is positive and significant in the first model without controls and negative and insignificant in the second model with controls. And in this situation it is better to orientate to the results of the second model, since the first model includes rather small number of variables and the effect of the variable of interest to us may be not pure, in contrast to the effect of the second variable, where this effect is much more pure due to the addition of control variables. That is why the impact of economic crisis of 2008 on working-age population is not significant (but it is still negative, as was expected).

Now we check the impact of the crisis of 2014 and we take two years: 2012, as a pre-crisis year, and 2016, as a post-crisis year.

Table 6

Difference-in-difference ordered logistic models: 2006 - 2012

	Model 8.1			Model 8.2		
	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2
<i>Young</i>	0.030* (0.012)	- 0.013* (0.006)	- 0.017* (0.006)	0.006 (0.022)	- 0.001 (0.010)	- 0.005 (0.012)
<i>Year 2012</i>	- 0.046*** (0.011)	0.022*** (0.005)	0.024*** (0.006)	- 0.002 (0.017)	0.0001 (0.008)	0.002 (0.009)
<i>Young*2012</i>	- 0.029* (0.013)	0.014* (0.007)	0.015* (0.007)	0.025 (0.021)	- 0.011 (0.009)	- 0.014 (0.011)
<i>Controls</i>	No			Yes		
<i>N</i>	7 444			4 808		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, $p < 0.1$.

Table 7 presents the estimates of the two difference-in-difference ordered logistic models for the period 2012-2016 with the dependent variable of generalized trust: *Model 9.1* without control variables and *Model 9.2*, on the contrary, with them. As can be seen

from the table, effect of cross product of variables *Young* and *Year 2016* is positive and significant in both models. So, we can suppose that economic-political crisis of 2014 has led to working-age population trusting others more.

Table 7

Difference-in-difference ordered logistic models: 2012 - 2016

	<i>Model 9.1</i>			<i>Model 9.2</i>		
	<i>trust = 0</i>	<i>trust = 1</i>	<i>trust = 2</i>	<i>trust = 0</i>	<i>trust = 1</i>	<i>trust = 2</i>
<i>Young</i>	0.028* (0.012)	- 0.013* (0.005)	- 0.015* (0.007)	0.039 (0.024)	- 0.017 (0.009)	- 0.022 (0.015)
<i>Year 2016</i>	- 0.052*** (0.011)	0.024*** (0.005)	0.028*** (0.006)	- 0.066*** (0.015)	0.026*** (0.006)	0.039*** (0.009)
<i>Young*2016</i>	- 0.070*** (0.013)	0.032*** (0.006)	0.038*** (0.007)	- 0.098*** (0.019)	0.039*** (0.008)	0.058*** (0.011)
<i>Controls</i>	No			Yes		
<i>N</i>	7 444			4 981		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, $p < 0.1$.

But can we say that this positive change was due to the crisis of 2014? We can not be completely sure about this. There were some big events in this period of time in Russia except for the crisis, which could in fact influence level of trust. First of all, that is an annexation of the Crimea in 2014, which, as Kolesnikov (2015) writes, caused a sense of national pride in Russian society. Secondly, that is Sochi Olympics in 2014, which caused the same effect. Maybe these events “overshadowed” negative consequences of the crisis and affected Russians in a positive way. Or maybe the political crisis, in particular the attacks from the West at this time, led the Russian people to unite. Another possible factor is political propaganda. Ponarin and Komin (2018) believe that propaganda of “imperial nationalism” allowed to rally the nation around its government and to feel happiness in spite of economic hardship. Perhaps, our empirical result confirms this effect of propaganda. In general, all the events described above are characterized by an increase in patriotism/propaganda, which could positively affect the level of generalized trust in the Russian society.

6. Conclusion

Although the concept of trust is not new to economic theory, nowadays there is the lack of empirical works, in particular those dedicated to assessment of the individual level determinants of trust. And, to our knowledge, there are no such works based on the surveys of the Russian citizens.

Our study shows that the strongest determinants of generalized trust in modern Russia are political

confidence, which fosters trust, age, higher education, living in a countryside, which also have a significant influence on trust. Our finding, which is unique on the topic, is that at least in Russia self-esteem of an individual of his or her income is a significant factor, and actual level of income is not.

There is also a great lack of studies concerning the trust level change after the financial crises. There is some evidence, mostly from the surveys of the US citizens, that institutional trust has dramatically decreased after the crisis of 2008. But there is still an open question of what happened to the generalized individual trust after 2008. There were not such studies in Russia as well.

We find that crises of different nature have different impact on generalized trust. The crisis of 2008, which is said to be purely economic, did not affect trust level, while the crisis of 2014, which is said to be economic-political, affected trust in a positive direction. There were some big events, which caused a sense of national pride in Russian society in this period of time as well. So, the effect of patriotism or propaganda “overshadowed” negative consequences of the economic recession.

A policy conclusion that emerges from this study is that identifying the barriers to social integration government may help increase the level of trust, which will possibly lead to stronger institutions and economic growth. The future perspectives of this research can be, in particular, concerned with use of data from World Values Surveys (WVS).

Appendices

Appendix A. Variable descriptions and summary statistics

Table A.8

Variable descriptions and summary statistics				
<i>Variable name</i>	<i>Description</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Trust</i>	= 2, if an individual states that "Most people can be trusted" = 1, if an individual trusts or does not trust depending on the person and situation = 0, if an individual states that "In dealing with other people, one must always be careful"	0.634	0.739	14 358
<i>Male</i>	= 1, if an individual is male	0.378	0.485	14 358
<i>Age</i>	Number of full years	49.186	16.035	14 358
<i>Income</i>	Full deflated monthly income of an individual (includes all cash inflows, such as salaries, pensions, bonuses, profits, allowances, material assistance, casual earnings and other inflows)	8 275.286	10 997.410	14 086
<i>Rural</i>	= 1, if an individual lives in a village or a township	0.396	0.489	14 358
<i>Children</i>	Number of children	1.512	0.947	14 358
<i>Place size</i>	Population in a settlement in which an individual lives	1 100 353	2 883 531	14 358
<i>Income scale</i>	"Imagine a ladder of 9 steps, where on the lowest one (the 1 st) there are beggars, and on the highest one (the 9 th) are rich. On which of the nine steps are you today personally?"	3.949	1.436	14 126
<i>Authority scale</i>	"Imagine a ladder of 9 steps, where on the lowest one (the 1 st) there are completely powerless, and on the highest one (the 9 th) are those who have the greatest authority. On which of the nine steps are you today personally?"	3.762	1.617	14 078
<i>SP since 16</i>	= 1, if an individual lives in the same settlement since the age of 16	0.426	0.495	14 281
<i>Unemployed</i>	= 1, if an individual is unemployed	0.107	0.309	14 286
<u>Marital status</u>				
<i>Single</i>	= 1, if an individual is single	0.092	0.289	14 347
<i>Married</i>	= 1, if an individual is married	0.683	0.465	14 347
<i>Divorced</i>	= 1, if an individual is divorced	0.091	0.288	14 347
<i>Widow</i>	= 1, if an individual is widow or widower	0.134	0.340	14 347
<u>Education</u>				
<i>Education_1</i>	= 1, if an individual has incomplete secondary education	0.191	0.393	14 325
<i>Education_2</i>	= 1, if an individual has complete secondary education	0.314	0.464	14 325
<i>Education_3</i>	= 1, if an individual has complete specialized secondary education	0.252	0.434	14 325
<i>Education_4</i>	= 1, if an individual has higher education	0.242	0.428	14 325
<u>Federal districts</u>				
<i>Central</i>	= 1, if an individual lives in the Central Federal District	0.259	0.438	14 358
<i>Northwest</i>	= 1, if an individual lives in the Northwest Federal District	0.078	0.267	14 358
<i>South</i>	= 1, if an individual lives in the South Federal District	0.105	0.306	14 358
<i>North Caucasus</i>	= 1, if an individual lives in the Volga Federal District	0.095	0.293	14 358

Ending of Table A.8

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Volga</i>	= 1, if an individual lives in the North Caucasus Federal District	0.234	0.423	14 358
<i>Ural</i>	= 1, if an individual lives in the Ural Federal District	0.056	0.230	14 358
<i>Siberia</i>	= 1, if an individual lives in the Siberia Federal District	0.135	0.342	14 358
<i>Far East</i>	= 1, if an individual lives in the Far East Federal District	0.038	0.190	14 358
Religions				
<i>Atheist</i>	= 1, if an individual is atheist	0.069	0.254	14 358
<i>Orthodox</i>	= 1, if an individual professes Orthodoxy	0.821	0.384	14 358
<i>Muslim</i>	= 1, if an individual professes Islam	0.093	0.289	14 358
Political and law confidence				
<i>PC_1</i>	Set of rank variables 1 = completely agree; 5 = completely disagree: “If a person considers the law to be unfair, he has the right to circumvent him”	3.594	1.146	13 786
<i>PC_2</i>	“Judges in Russia are corrupt”	2.643	1.100	12 929
<i>PC_3</i>	“In Russia you can not live without breaking the laws”	2.878	1.157	13 698
<i>PC_4</i>	“If the highest state or political figures do not comply with the laws, then ordinary people may not comply with laws”	3.265	1.227	13 549
Egalitarian values				
<i>EV_1</i>	Set of rank variables 1 = not important at all; 5 = very important: “Presence of equal and fair elections in Russia”	4.334	0.841	14 166
<i>EV_2</i>	“Presence of law and order in Russia”	4.645	0.585	14 241
<i>EV_3</i>	“Presence of freedom of speech in Russia”	4.131	0.898	14 131
<i>EV_4</i>	“Presence of independent media in Russia”	3.915	1.008	13 957
<i>EV_5</i>	“Presence of political opposition in Russia”	3.615	1.150	13 025
<i>EV_6</i>	“Presence of fair courts in Russia”	4.594	0.650	14 134
<i>EV_7</i>	“Presence of protection of the rights of national, religious and other minorities in Russia”	3.864	1.071	13 376
Job satisfaction				
<i>JS_1</i>	Set of rank variables 1 = not satisfied at all; 5 = fully satisfied: “How satisfied or dissatisfied are you with your work as a whole?”	2.045	1.908	14 274
<i>JS_2</i>	“How satisfied or dissatisfied are you with the conditions of your work?”	2.004	1.889	14 263
<i>JS_3</i>	“How satisfied or dissatisfied are you with the payment of your work?”	1.585	1.635	14 240
<i>JS_4</i>	“How satisfied or dissatisfied are you with the opportunities for your professional growth?”	1.749	1.769	13 876

Source: 2016, 2012, 2006 RLMS-HSE.

Note: statistics are based on a full sample.

Appendix B. Analysis of basic determinants

Table B.9

	Model 1.1			Model 1.2		
	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2	<i>trust</i> = 0	<i>trust</i> = 1	<i>trust</i> = 2
<i>Male</i>	- 0.029* (0.012)	0.016* (0.007)	0.013* (0.006)	- 0.023* (0.011)	0.012* (0.006)	0.010* (0.005)
<i>Age</i>	- 0.002*** (0.0004)	0.001*** (0.0002)	0.001*** (0.0002)	- 0.003*** (0.0004)	0.001*** (0.0002)	0.001*** (0.0002)
<i>Married</i>	0.017 (0.021)	- 0.009 (0.012)	- 0.008 (0.009)	0.028 (0.019)	- 0.015 (0.011)	- 0.013 (0.009)
<i>Divorced</i>	0.015 (0.026)	- 0.008 (0.014)	- 0.007 (0.011)	0.018 (0.025)	- 0.010 (0.013)	- 0.008 (0.011)
<i>Widow</i>	0.036 (0.027)	- 0.019 (0.015)	-0.017 (0.012)	0.049 (0.026)	- 0.027 (0.014)	- 0.023 (0.012)
<i>Rural</i>	- 0.107*** (0.012)	0.058*** (0.006)	0.048*** (0.005)	- 0.092*** (0.011)	0.050*** (0.006)	0.042*** (0.005)
<i>Children</i>	- 0.0007 (0.007)	0.0004 (0.004)	0.0003 (0.003)	- 0.002 (0.006)	0.0009 (0.003)	0.001 (0.003)
<i>Education_2</i>	0.001 (0.015)	- 0.0007 (0.008)	-0.001 (0.007)	- 0.001 (0.015)	- 0.0006 (0.008)	- 0.0005 (0.007)
<i>Education_3</i>	- 0.029 (0.016)	0.016 (0.009)	0.013 (0.007)	- 0.030 (0.016)	0.016 (0.009)	0.014 (0.017)
<i>Education_4</i>	- 0.078*** (0.017)	0.043*** (0.009)	0.035*** (0.008)	- 0.051** (0.016)	0.028** (0.009)	0.023** (0.007)
<i>Unemployed</i>	0.016 (0.019)	- 0.009 (0.011)	- 0.007 (0.009)	- 0.009 (0.016)	0.005 (0.009)	0.005 (0.007)
<i>Income</i>	0.006 (0.006)	- 0.004 (0.004)	- 0.002 (0.003)			
<i>Income scale</i>				- 0.009* (0.004)	0.005* (0.002)	0.004* (0.002)
<i>Authority scale</i>				- 0.021*** (0.004)	0.011*** (0.002)	0.009*** (0.002)
<i>N</i>	13 085			13 863		

Note: Marginal effects; standard errors in brackets; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, · $p < 0.1$

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Кустова А., Розмаїнський І. Емпіричний аналіз узагальненої довіри в сучасній Росії

Поняття довіри відіграє важливу роль в економічній теорії, але відсутні роботи, присвячені як детермінантам узагальненої довіри в сучасній Росії, так і співвідношенням між кризами і довірою. Російська економіка пережила кілька серйозних рецесій в останні роки, найважчими з яких були кризи 2008 і 2014 рр. Було б цікаво перевірити, чи змінився рівень довіри після цих подій у Росії. Це дослідження переслідує дві мети: перша – виявити детермінанти довіри в сучасній Росії, друга – перевірити, наскільки економічні кризи 2008-2009 рр. і 2014-2015 рр. вплинули на рівень загальної довіри при допущенні, що береться до уваги тільки населення працездатного віку. Дослідження засноване на даних RLMS-HSE. Для цілей цієї статті використовуються впорядковані логістичні моделі з випадковими ефектами і впорядковані логістичні моделі різниці різниць. Автори роблять висновки про те, що найважливішими детермінантами довіри є політична впевненість, вік, проживання в сільській місцевості, вища освіта. Криза 2008 р. не вплинула на довіру, тоді як криза 2014 р. надала на неї позитивного впливу через «ефект пропаганди».

Ключові слова: узагальнена довіра; фінансова криза; впорядкована логістична регресійна модель, регресійна модель різниці різниць.

Kustova A., Rozmainsky I. Empirical Analysis of Generalized Trust in Modern Russia

Today the concept of trust plays an important role in economics, but there is a lack of both works devoted to the determinants of generalized trust in modern Russia and relationships between the crises and trust. The Russian economy has suffered several significant recessions in recent years, the most serious of which were crises of 2008 and 2014. It would be interesting to check whether there was a trust change after these events in Russia. The current study has two purposes: the first one is to identify determinants of trust in modern Russia, the second one is to check whether the economic crises of 2008-2009 and 2014-2015 affected the level of generalized trust with the assumption that only population of working age was affected. The

study is based on the RLMS-HSE survey. For the purposes of this paper the random-effects ordered logistic models and difference-in-difference ordered logistic models are used. We conclude that the most important determinants of trust are political confidence, age, living in a countryside, higher education; the 2008 crisis did not make influence on trust, where as the 2014 crisis affected on the trust in a positive direction due to the “propaganda effect”.

Keywords: generalized trust, financial crisis, ordered logistic regression model, difference-in-difference regression model.

Кустова А., Розмаинский И. Эмпирический анализ обобщённого доверия в современной России

Сегодня понятие доверия играет важную роль в экономической теории, но отсутствуют работы, посвященные как детерминантам обобщённого доверия в современной России, так и соотношениям между кризисами и доверием. Российская экономика пережила несколько серьезных рецессий в последние годы, самыми тяжёлыми из которых были кризисы 2008 и 2014 гг.

Было бы интересно проверить, изменился ли уровень доверия после этих событий в России. Настоящее исследование преследует две цели: первая – выявить детерминанты доверия в современной России, вторая – проверить, насколько экономические кризисы 2008-2009 гг. и 2014-2015 гг. повлияли на уровень общего доверия при допущении, что принимается во внимание только население трудоспособного возраста. Исследование основано на данных RLMS-HSE. Для целей данной статьи используются упорядоченные логистические модели со случайными эффектами и упорядоченные логистические модели разности разностей. Авторы делают выводы о том, что важнейшими детерминантами доверия являются политическая уверенность, возраст, проживание в сельской местности, высшее образование; Кризис 2008 г. не повлиял на доверие, тогда как кризис 2014 г. оказал на него положительное воздействие из-за «эффекта пропаганды».

Ключевые слова: обобщенное доверие; финансовый кризис; упорядоченная логистическая регрессионная модель, регрессионная модель разности разностей.

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GENERALIZATION OF TOOLS FOR INTERNALIZATION OF NEGATIVE EXTERNALITIES IN THE EUROPEAN UNION: CONCLUSIONS FOR UKRAINE

Ukrainian industry produces a large number of potential pathogens of negative externalities, the total volume of which exceeds that of other sectors of the economy. This situation is due to the specifics of old industrial production models, whose share in the structure of Ukrainian industry reaches 95%. A fundamental feature of old-fashioned production models is the high-volume processing of raw materials using fossil fuel energy. The process of processing and production of energy is accompanied by the production of large amounts of waste in the form of solid and gaseous substances. Waste is the main, potential causative agent of negative externalities. The negative impact of waste from old industrial production models on the environment is the quintessence of negative externalities (externalities) in the economy.

As industrial production in Ukraine produces a significant part of waste, the issues of detection and internalization of negative externalities are extremely important. The main problem is that in the context of internalization of negative externalities of industrial production it is difficult to establish the presence of artificial pollution (not of natural origin) and assess its impact on economic processes. In addition, the country lacks the institutional conditions for internalizing negative externalities and has not developed an appropriate institutional environment.

Analysis of the current state of research on the processes of internalization of negative externalities allows us to conclude [1-6] that in general for Ukraine remains unresolved a number of issues of theoretical and applied nature. In particular, there is a need to generalize the tools of internalization of negative externalities in the European Union and assess the feasibility of these tools in Ukraine

In this regard, the purpose of the article is to summarize the tools of internalization of negative externalities in the European Union and assess the feasibility of these tools in Ukraine.

European experience of internalization of negative externalities

Today in European practice there are three main approaches to the internalization of negative externalities:

– direct regulation, the use of market (economic) instruments and institutional. The first approach involves direct regulation through rules, prohibitions, restrictions to correct the behavior of the source of external effects.

Direct regulation determines permissible behavior and establishes penalties for violating the rules of conduct. Covers a wide range of direct action management tools established by law. The legislation formulates its objectives to achieve a certain quality of the environment in technical and production norms / standards, standards and requirements that are designed to restrict the freedom of choice of the economic entity. A necessary condition for the effective application of direct regulation methods is strict control over compliance with the law and the establishment of fairly strict measures of responsibility for their violation.

The most common tool is norms (standards). There are two types of standards:

– environmental quality standards (ambient standards);

– emission standards.

Environmental quality standards characterize the quality of the environment (emission limit values (ELV)). In the European Union (EU), air quality is regulated by setting quality standards – limit values / targets. They are based on special principles that apply to all issues governed by EU environmental law:

– the principle of taking into account the impacts – the specific impact on the recipients (person / object of the environment) is assessed, while not considering the technological feasibility of quality standards or the economic feasibility of ensuring compliance with them;

– the principle of universality is realized in the definition of uniform standards;

– the principle of practical reachability has led to the emergence of the concept of intervals of acceptable deviations (Margins of Tolerance), formed on the basis of the difficulty of achieving the requirements of the standards;

– the principle of uncertainty of requirements for any specific technologies motivates the search for innovative solutions, as standards tend to increase, and over time, more stringent standards are adopted;

the principle of best available technologies provides for the practical implementation of relevant technological and technical solutions to prevent / reduce emissions of harmful substances and the possibility of application in a particular region;

The “polluter pays” principle is currently key in EU environmental policy and provides that the costs of preventing / reducing pollution and measures aimed at restoring the environment are responsible for pollution (economic operators).

And, in turn, regulations set restrictions on the entry of pollutants into the environment from various sources. Emission standards are divided into two types: quantitative limits on the amount or concentration of emissions (performance standards);

technological standards for equipment or technological processes (technology standards).

For example, in the United Kingdom, air quality is regulated in accordance with The Airquality Strategy (2007) by setting clear deadlines for quality targets (concentration is reached by a certain date; after the deadline, exceedances are prohibited). The list of priority substances, along with ozone, carbon monoxide, nitrogen and sulfur dioxins, suspended solids and lead, includes benzene, 1,3-butadiene and polycyclic aromatic hydrocarbons. Similar to the provisions of EU legislation, air quality targets have been set for the protection of plants and ecosystems, as the object of protection, in addition to human life and health, can be objects of nature [7].

The United States has introduced a system of primary (installed and enforced for health, including sensitive groups) and secondary (installed to protect property, including reduced visibility, harm to animals, crops, plants and buildings) air quality standards, 1990). For each substance, the specified number of exceedances of the specified quality standards, for example, the primary standards of carbon monoxide can not be exceeded more than once a year.

Australia has air quality standards, the specificity of which is to determine the averaging period and the maximum number of cases per year (WHO 2000). Indicator air pollutants include carbon monoxide, lead, ozone, nitrogen dioxide, sulfur dioxide and suspended solids.

An example of technological regulation is the standards of best available technologies, widely used in European countries since the mid-90s, in accordance with the Council of Europe Directive 96/61 / EC on integrated pollution control and prevention [8]. The main purpose of the introduction of the best available technologies is to improve the management and control systems of production processes in industrial enterprises to ensure an integrated approach to environmental protection. The use of the best available technologies allows to increase technological efficiency and environmental safety at industrial facilities. Guiding documents on technological rationing are constantly modified in accordance with the advanced and most effective today production processes and equipment. In the EU, they are

used in the process of issuing permits to industrial enterprises for wastewater discharge, emissions into the atmosphere and disposal of solid waste. The best available techniques allow to assess the practical suitability of specific technologies to ensure compliance with environmental standards developed and used to prevent and / or reduce discharges, emissions and overall environmental impact.

Therefore, evaluating the tools of direct regulation, we can state that they are:

- do not minimize environmental costs;
- do not stimulate the reduction of pollution above the level established by norms (standards);

- have high costs of administration and control.

However, these methods allow (with effective control) guaranteed to achieve the target quality standards of the environment for a fixed period of time. The latter property is especially important in the initial stages of environmental policy, when it is important to quickly normalize the environmental situation.

The second approach uses **economic (market) regulatory instruments**, where the main way of influencing market instruments is the correction of pricing and resource allocation [9]. In European practice, such instruments as trading permits (market instrument) and emission charges (Pig tax) are widely used.

In the European Union, an example of permit trading is the emissions trading system [10], which was introduced in the EU in 2005. The EU Emissions Trading System (EU ETS) is the main instrument for the EU to achieve its goals of reducing greenhouse gas emissions, which are declared internationally and reflected in EU legislation. The EU ETS operates on the principle of limiting greenhouse gas emissions and trading in greenhouse gas emissions permits. Proceeds from the sale of greenhouse gas emissions permits provide Member States with revenue that can be used, inter alia, for programs to reduce carbon and renew renewable energy. On the one hand, the price of emissions increases the costs associated with activities that cause pollution. On the other hand, the EU ETS encourages emission reductions in those enterprises where it is most financially advantageous.

The EU ETS operates in 31 countries (all 28 EU countries, as well as Iceland, Liechtenstein and Norway) and limits emissions from more than 11,000 power plants (power plants and industrial enterprises) and airlines operating between these countries. Thus, the EU ETS covers about 45% of greenhouse gas emissions in the EU. The EU ETS also promotes emissions trading in other countries and regions [11].

The system of permit trading on the example of emissions trading has its own features, which are [9]:

- guaranteed compliance with the established restrictions on access to the resource and allows you to determine the market price of this access;

- allows polluters to be flexible, and to choose between installing treatment equipment and purchasing permits;

stimulates technical progress, as excess permits can be sold, which in itself ensures the transfer of emission rights to those who value them above. However, the transaction costs of implementing this approach can be extremely high.

Central among economic (market) instruments is the fee / emission tax (emission tax), or Pigouvian tax, the effectiveness of which has been studied in detail in theory and has already gained practical experience.

A. Pigou showed that the efficient allocation of resources can be ensured by setting commodity prices at the level of marginal social costs. The real price of a good must be adjusted by a tax equal to the difference between the public and private marginal costs at the point of efficient production. Determining the amount of tax and developing a mechanism for its implementation is entrusted to the state [12].

Full internalization of negative externalities through the Pig tax is possible if the controlling body has the information:

about the magnitude of the negative external effects of pollution;

marginal cost functions of individual emission sources.

Since this is practically impossible, in the scientific literature the Pig tax is considered as a theoretical construction rather than as a specific tool. If the tax is underestimated, it is impossible to achieve the goal – internalization of negative externalities and, accordingly, efficient allocation of resources, and if it is overestimated – additional burden is imposed on producers / consumers.

There is no single unified system of such taxes in Europe [13]. The tax base is a physical unit that has a specific, proven negative impact on the environment. It should be noted that environmental taxes in the EU include the following groups of payments [14]:

energy taxes – taxes on energy products, including coal, petroleum products, gas, electricity, fuel, etc.;

transport taxes – payments for the import, operation, disposal of vehicles, their sales and resales;

taxes on environmental pollution – payments for direct emissions of pollutants into the air, discharges into water bodies, noise pollution;

taxes for the use of natural resources – for the extraction of minerals, water intake, etc.

It should be noted that the new European strategy for economic development "Europe 2020: a strategy for smart, sustainable and comprehensive growth" pays considerable attention to implementing the idea of more rational use of natural resources, improving the environmental situation, developing new environmentally friendly technologies. According to the single environmental strategy, which is designed for 2020 and is called the "Strategy 20-20-20", it is planned to reduce greenhouse gas emissions by 20% (from the level of 1990), to increase the share of energy production to 20% through renewable energy sources, and the total energy consumption of EU member states should be reduced by

20% [15]. In the EU member states, energy taxes (Austria, Great Britain, Italy, the Netherlands, Slovenia, Sweden) are common environmental taxes. These are taxes on the consumption of electricity, coal, natural gas and fuel; mineral fuel tax (Austria, Great Britain, Greece, Denmark, Ireland, Spain, Italy, Luxembourg, Netherlands, Germany, Slovakia, France) [16, p. 11].

In practice, emissions taxes are set in one of two ways [9]: 1) by an iterative trial and error procedure – a consistent increase or decrease in the tax (depending on how the initial level was set) or 2) by establishing certain environmental standards, to achieve which the fee / tax is used as an aid. The real system of emissions payments is a kind of payments based on estimates of the quantity and quality of pollution, which allow to create incentives for the polluter to reduce pollution and to some extent replenish the budget / trust funds (double dividend). In this sense, taxes are perceived as a basic principle of modern environmental policy in developed countries. However, according to Western economists, real taxes everywhere are set below effective.

Pig taxes allow companies to be flexible (choose to pay or reduce emissions). Correctly, set taxes stimulate technological development (introduction of nature-saving technological processes) and minimize environmental costs of society. However, the calculation of the tax requires a significant amount of information, which the controlling body usually does not have.

Due to the predominantly fiscal orientation of economic instruments and insufficient efficiency of the system of control over the reliability of reporting data of entrepreneurs, they are not interested in allocating funds to funds or in the implementation of environmental measures. There is a need to adjust the existing system for more efficient use of business entities and reduce the cost of ensuring its operation.

Thus, the permit trading system has the following features. First, it is guaranteed to ensure compliance with the established restrictions on access to the resource and allows you to determine the market price of this access. Second, it allows businesses to be flexible by choosing between installing treatment equipment and purchasing permits. Third, it encourages technical progress, as surplus permits can be sold and allow emissions rights to be passed on to those who value them more. However, transaction costs must be taken into account, which can be extremely high.

It should be recognized that the economic nature of the Pigou tax and the permit trading system is the same – the tax should be considered as a form of monetary realization of property rights, and the introduction of pollution charges simply suggests that the polluter is not the sole owner of assimilation potential. (by the state). The difference between a permit and a tax is that the "value" of a permit is set by the market and it is more tax-free than the opportunistic behavior of the bureaucracy. Another difference is that the emissions trading system does not require a large amount of information unlike the tax system.

Research of institutional tools of internalization of negative external effects

Historically, the first in the internalization of negative externalities began to develop tools for direct regulation. Then economic (market) instruments became widely used. However, neither the first nor the second could not completely solve the problem of internalization of negative externalities. The third stage in the development of tools for internalizing negative externalities was the introduction of institutional regulatory tools, which include disclosure strategies and voluntary business initiatives.

As part of the disclosure strategy, information is seen as a public good. In certain situations, there is an "asymmetry of information", which interferes with the effective functioning of the market. It is clear that the polluter is not interested in disseminating information about its activities. On the other hand, the benefits of "informed pollutant behavior" for the individual consumer create less information acquisition costs. In addition, the disclosure strategy provides for the conditions under which companies must disclose information about the source of negative externalities. This tool aims to make it profitable for companies to demonstrate high environmental performance.

Under the Environmental and Public Information Act 1986, the United States implemented a program to inventory toxic emissions that had not been previously controlled. All companies that used more than £ 10,000 of chemicals or imported, processed or produced more than £ 25,000 of chemicals on a list had to report annually to state and municipal authorities. These reports were available to the general public. According to the EPA, as a result of this program, emissions have been reduced by 44%, and the cost of many chemical companies has decreased significantly [17].

Within the framework of the instrument of voluntary business initiatives, environmental certification, environmental labeling, environmental reporting, self-regulation in the form of setting their own environmental goals, developing their own environmental policy, codes of conduct, etc.

The most common forms of environmental certification are the international standards of environmental management, which contain requirements for planning, management and control of environmental activities carried out by enterprises in order to achieve consistent improvement of environmental performance in accordance with environmental policy.

An example of voluntary business initiatives is the EMAS (Eco-Management and Audit System) – a voluntary certification program for European industrial enterprises, which aims to assess the environmental performance of industrial enterprises and create conditions for providing the public with full environmental information. In the EMAS system, the main emphasis is on in-house methods of environmental protection.

Another voluntary initiative is eco-labeling, which informs customers about the environmental properties

of products and is actively used in advertising. Certification systems for obtaining eco-labels include a set of requirements, the main of which are: a) the presence of a quality end product that does not contain substances that adversely affect the human body; b) minimal negative impact on the environment at all stages of the product life cycle; c) recycling / recycling of waste and packaging. Compliance with these requirements means, in essence, that the company largely internalizes the negative externalities [9].

Therefore, for companies to publicly demonstrate the development of their own policies in the field of environmental protection, appropriate codes of conduct, the publication of environmental reports to society is considered the norm. However, there is very little evidence of the effectiveness of these initiatives. Moreover, there is no legal liability for non-fulfillment of the obligation. At the same time, the only "justice" is a broad public condemnation of the company's actions for non-compliance with the declared actions.

As follows from the above analysis, there is no universal tool that would provide full internalization of negative externalities. In other words, no internalization tool can be considered the best in all situations, so for any field of activity it is necessary to take into account a large number of factors and regional characteristics.

The use of tools for internalization of negative externalities for old industrial production models has its own specifics. The fact is that the problem of internalization is complicated by the general economic crisis and the decisive role in this process belongs to the state (direct regulatory instruments), because economic (market) and institutional instruments can not work due to underdeveloped institutional structure of the economy. There is no ready-made functioning model of internalization anywhere in the world. Therefore, in modern conditions, the most successful solution will be the development and improvement of tools for direct state regulation of negative externalities in combination with economic (market) instruments, because both economic and market instruments can work effectively and purposefully only if environmental quality standards are established and observed. environment.

For example, as a result of direct tools for internalization of negative externalities (minimization of waste by its utilization, treatment of industrial emissions, etc.), metallurgical enterprises export slag waste generated in the process of metal remelting. For a long time in the structure of these wastes, chemical processes occur, accompanied by the release into the atmosphere of a number of chemicals. At the same time, there is no exact assessment of the negative consequences of the further stay of waste in the natural environment.

This example shows that only the use of direct control tools is clearly insufficient, and to consider them as the only tool for internalization is ineffective because it gives only a short-term effect – slag dumps concentrate pollutants, and these concentrations themselves gradually become secondary sources of technogenesis.

And if the state influence on metallurgical enterprises through direct instruments is combined with the use of stimulating economic (market) instruments, it is possible to further use metallurgical slag to obtain additional metal, which can not be removed by traditional processing, but can be obtained using modern technologies and equipment by the enterprise or the enterprise interested in use of the given waste as initial raw materials.

This combination, based on direct government intervention and the use of stimulating market instruments (technological and organizational innovations), marks the beginning of a radical structural transformation of the economic system, as it allows cooperation between enterprises and the state, NGOs, the public and other stakeholders. on the other hand.

To do this, among the direct tools of internalization of external effects, it is advisable to apply quality standards, licensing, direct control of certain economic activities, development and implementation of best available technologies, transfer of certain functions that contribute to greening production, other outsourced organizations. Economic (market) instruments are undoubtedly more flexible and focused on ensuring maximum efficiency of social production and rational use of the assimilation potential of the ecosystem.

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Сердюк О. С., Петрова І. П. Узагальнення інструментів для інтерналізації негативних зовнішніх ефектів у Європейському Союзі: висновки для України

Проведено порівняльний аналіз інструментів інтерналізації негативних зовнішніх ефектів. На основі узагальнення та оцінки можливостей використання інструментів інтерналізації негативних зовнішніх ефектів визначено області застосування, а також сильні і слабкі сторони прямого регулювання, економічних (ринкових) та інституційних інструментів. Охарактеризовано інструменти прямого регулювання, та виявлено, що вони не забезпечують мінімізацію економічних витрат та відрізняються високими витратами адміністративного характеру. Проаналізовано економічні (ринкові) інструменти регулювання та виявлено, що в європейській практиці широко застосовуються такі інструменти як торгівля дозволами (ринковий інструмент) та плата за викиди (податок Пігу). Розглянуто та проаналізовано інституційні інструменти регулювання як стратегія розкриття інформації та добровільні ініціативи. Обґрунтовано, що не існує універсального інструменту, який забезпечував би повну інтерналізацію негативних зовнішніх ефектів. Виявлено, що в сучасних умовах, найбільш вдалим рішенням буде розвиток і вдосконалення інструментів прямого державного регулювання негативних зовнішніх ефектів у поєднанні з економічними (ринковими) інструментами, адже і економічні, і ринкові інструменти можуть ефективно і цілеспрямовано працювати тільки за умови встановлення і дотримання екологічних стандартів якості навколишнього середовища. Надано характеристику застосування інструментів інтерналізації негативних зовнішніх ефектів на прикладі шлакових відвалів.

Ключові слова: інтерналізація негативних зовнішніх ефектів, інструменти, Європейський Союз, зарубіжний досвід, прямі інструменти регулювання, економічні (ринкові) інструменти регулювання, інструменти інституційного регулювання, старопромислові моделі виробництва.

Serdiuk O., Petrova I. Generalization of Tools for Internalization of Negative Externalities in the European Union: Conclusions for Ukraine

A comparative analysis of the tools of internalization of negative external. Based on the generalization and assessment of the possibilities of using the tools of internalization of negative externalities, the areas of application, as well as the strengths and weaknesses of direct regulation, economic (market) and institutional tools are identified. The tools of direct regulation are characterized, and it is found that they do not minimize economic costs and have high administrative costs. The economic (market) instruments of regulation are analyzed and it is revealed that in European practice such instruments as trade in permits (market instrument) and emission charges (Pig tax) are widely used. Institutional regulatory tools such as disclosure strategies and voluntary initiatives are considered and analyzed. It is substantiated that there is no universal tool that would provide full internalization of negative externalities. It is revealed that in modern conditions, the most successful solution will be the development and improvement

of tools of direct state regulation of negative externalities in combination with economic (market) instruments, because both economic and market instruments can work effectively and purposefully only if environmental standards are established and observed. environmental quality. The characteristic of application of tools of internalization of negative external effects on an example of slag dumps is given.

Keywords: internalization of negative externalities, tools, European Union, foreign experience, direct instruments of regulation, economic (market) instruments of regulation, tools of institutional regulation, old industrial production models.

Сердюк А. С., Петрова И. П. Обобщение инструментов для интернализации отрицательных внешних эффектов в Европейском Союзе: выводы для Украины

Проведен сравнительный анализ инструментов интернализации отрицательных внешних эффектов. На основе обобщения и оценки возможностей использования инструментов интернализации отрицательных внешних эффектов определены области применения, а также сильные и слабые стороны прямого регулирования, экономических (рыночных) и институциональных инструментов. Охарактеризованы инструменты прямого регулирования, и обнаружено, что они не обеспечивают минимизацию экономических затрат и отличаются высокими затратами административного харак-

тера. Проанализированы экономические (рыночные) инструменты регулирования и выявлено, что в европейской практике широко применяются такие инструменты как торговля разрешениями (рыночный инструмент) и плата за выбросы (налог Пигу). Рассмотрены и проанализированы институциональные инструменты регулирования как стратегия раскрытия информации и добровольные инициативы. Обосновано, что не существует универсального инструмента, который обеспечивал бы полную интернализацию негативных внешних эффектов. Выявлено, что в современных условиях, наиболее удачным решением будет развитие и совершенствование инструментов прямого государственного регулирования отрицательных внешних эффектов в сочетании с экономическими (рыночными) инструментами, ведь и экономические, и рыночные инструменты могут эффективно и целенаправленно работать только при условии установления и соблюдения экологических стандартов качества окружающей среды. Охарактеризованы применения инструментов интернализации отрицательных внешних эффектов на примере шлаковых отвалов.

Ключевые слова: интернализация отрицательных внешних эффектов, инструменты, Европейский Союз, зарубежный опыт, прямые инструменты регулирования, экономические (рыночные) инструменты регулирования, инструменты институционального регулирования, старопромышленные модели производства.

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INDUSTRY AS A DOMINANT IN THE FORMATION OF AN UKRAINE'S SELF-SUFFICIENT ECONOMY

Introduction. In the modern world, the economy of most countries is capitalist, based on private (oligarchic, corporate, individual) property, market relations, competition, etc. Successful states are those with a high level of self-sufficiency. The latter presupposes stable growth, a high level of production of real gross domestic product (GDP), calculated in terms of purchasing power parity (PPP) in general and per capita, an economic structure oriented towards meeting domestic needs (at the level of 70-80%), export and import operations (20-30%), availability of appropriate industrial and civil infrastructure, military-industrial complex, etc. The development of these areas is especially important for the post-socialist states, which for decades were part of unions and had freedom of action due to the developed general system of cooperation and division of labour. Having become separate states, the former republics had to conduct an in-depth analysis of the availability of production potential and labour, based on their possible use for the development of domestic and participation in world markets. This applied to the entire economy and industry. Modern aspirations to join economically more developed states and unions put the joining in the position of a "junior partner" with the need to bring the economy to international requirements. In practice, this most often leads to the destruction of industry (the Baltic countries, Georgia, Greece, etc.). Similar processes are taking place in Ukraine, which by now has lost more than half of its industrial potential. The destruction processes continue. A public opinion is being formed that Ukraine should become an agrarian power. However, this is problematic and unpromising. In the modern world, states with a high-tech industry are successful. This also applies to Ukraine, which sets the task of ensuring the functioning of an "independent, sovereign, social power" (Article 1 of the Constitution of Ukraine [1, p. 8]).

Solving the complex of the identified problems of structural changes in industry, determining the vector of its development, justifying the increase in the role of industry in ensuring the self-sufficiency of the economy as a whole, regions and enterprises is very relevant in theoretical and practical aspects.

Analysis of recent publications on the problem.

Scientific developments concerning the self-sufficient economy of states, regions, types of economic activity, industry are in the field of view of leading foreign and domestic research organizations, scientists, politicians, business leaders. Many researchers divide the historical path of development of society, economy, industry into stages: pre-industrial; industrial; post-industrial. In the industrial era, the leading sphere of activity, the dominant of the development of society and the economy, is industry, which in the middle of the twentieth century accounted for more than 50% of world real GDP.

Fundamental studies to identify the role of industry in the economy of the industrial period are outlined by K. Marx and F. Engels in the works "Capital", "Theory of surplus value" [2], in the works of V. I. Lenin in "The Development of Capitalism in Russia" [3], "Imperialism as the Highest Stage of Capitalism" [4], in the works of J. M. Keynes [5], V. Yu. Katasonov [6] and others. Certain aspects of the development of capitalism, the industry of bourgeois society, including modern ones, have been studied by foreign authors [7-15], including the leaders of the largest companies [14-15], as well as by domestic researchers academicians O. Alymov, O. Amosha, V. Heyets, V. Vishnevsky, E. Libanova, A. Chukhno [16-21].

The institutes of the National Academy of Sciences of Ukraine prepared, published and sent to the state and regional authorities a number of national and scientific reports on the directions of solving the problems of the Ukrainian economy emerging from the systemic socio-

economic crisis [22-25]. Scientific developments are partially used by governing bodies, interested research organizations, enterprises, and higher educational institutions.

The monographs published on the problem [26-30] contain recommendations on ways to overcome the crisis in the economy through the advanced development of industry, and in it – mechanical engineering. This is the transition of industry from the conditions created by the II industrial revolution (IR) to the technologies of the III and IV industrial revolutions. The expediency of the evolutionary movement to the level of modern requirements is fairly emphasized, using the experience of the developed countries G-7 and G-20, adapting it to domestic conditions.

The desire of politicians now and immediately to move from technologies II-III to IV IR, V-VI technological order (TO) has formed a mistaken understanding of the possibility of building an economy of an agrarian superpower with a collapsing industrial base, since the agrarian economy should also be based on modern industry.

Partially noted positions and trends are reflected in the above and some other works and studies. However, this is still not enough, the problem of preserving

industry as a dominant in the formation of a self-sufficient post-industrial economy in Ukraine remains very relevant and requires further scientific research.

The purpose of this study is to substantiate and deepen the directions of restoring the self-sufficiency of the Ukrainian economy on the basis of high-tech industry, including mechanical engineering.

Outline of the main results and their justification. The genius thinkers of ancient Greece (Socrates, Xenophon, Aristotle, etc.) saw two areas of economic activity in the life support of households: the economy as an art (methods of conducting, managing, ensuring an effective household), chrematistics – the activity of accumulating money, often in isolation from social useful activity. Subsequently, in these areas, the real sector of the economy (agriculture and industry) and the service sector were formed, the main role in which currently belongs to financial activities. From the times of antiquity to the present, most specialists still divide the economy into three spheres: agriculture, industry, and services. Their state in the pre-industrial period (slave-owning and feudal socio-economic formations), in the industrial period (capitalism, socialism) and the post-industrial period (inclusive capitalism, new world economic order) is shown in Fig. 1.

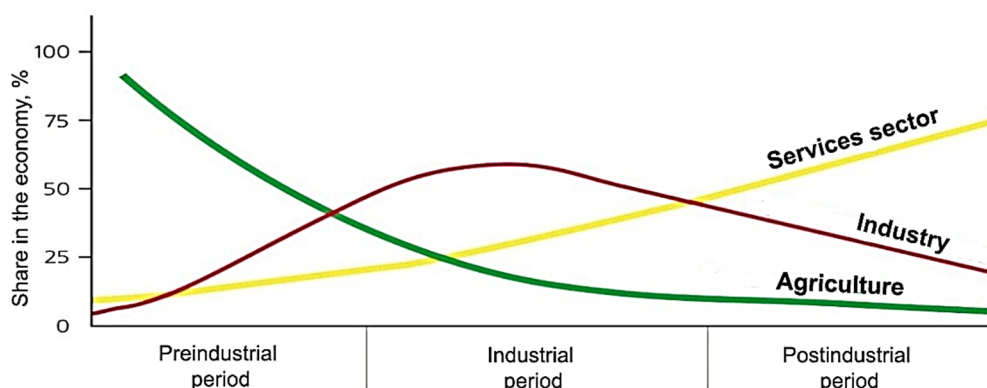


Fig. 1. Evolution of the economic structure of the world economy (Clarke model of economic sectors)

Source: Territorial structure of the world economy. URL: <http://files.school-collection.edu.ru/dlrstore/00000c51-1000-4ddd-517d-3600483aebf5/06-1-1.htm>.

As can be seen from Fig. 1, in the prehistoric period, the leading sector of the economy was agricultural production, in the industrial – industrial production (capitalist and socialist economies, since their material and technical base is identical); in the post-industrial sector, the service sector (inclusive capitalist economy and the economy of countries with a new world economic order, for example, China, India, etc.).

In the first twenty years of the XXI century the world economy is represented by the economies of the industrial period (developing and post-socialist countries) and the post-industrial period (the G-7 countries and some G-20 countries).

The widely known data on the structure of the GDP of the world economy and individual countries (the second decade of the XXI century) show different ratios (Table 1).

The presented data allow us to assert that the indicators of individual countries differ significantly from the world ones. For example, the share of agriculture in world GDP by the beginning and in the first decades of the 21st century was 4%, 35% of the population worked in it; in developing countries, respectively 19% and 40%, in developed countries 1% and 4%. The indicators of industry and services differ significantly in relative and absolute terms.

Structure of GDP of the world and individual countries, % *

Countries	Real sector			Service sector
	Total	<i>including</i>		
		Industry	Agriculture	
World economy	36.0	32.0	4.0	64.0
China (PRC)	48.5	41.1	7.4	51.5
USA	20.0	19.1	0.9	80.0
Germany	32.8	31.7	1.1	67.2
United Kingdom	26.0	24.0	2.0	74.0
India	38.5	23.0	15.4	61.5
Russia	37.7	32.4	6.3	62.3
Belarus	48.9	40.8	8.1	51.1
Kazakhstan	38.8	34.1	4.7	61.2
Ukraine	50.8	28.6	12.2	49.2

* Compiled from the source: Useful finance. Economic map of the world. Yvision.kz project. URL: <https://yvision.kz/post/534951>.

The indicators in *Figure 1* and the data in Table 1 give an idea of the vectors of changes in the structure of the economy and GDP of the world and individual countries. The dynamics of changes in the structure of US GDP (1990-2016) is shown in Table 2.

Statistical data (Table 2) show that in the United States, with a drop in the share of goods in the real sector

of the economy (industry and agriculture) in 1990 – 37.1%, in 2010 – 31.0%, their absolute volumes increase: 1990 – 2.1 trillion dollars, 2016 – 4.1 trillion dollars USA. The absolute volumes of production of goods are increasing in most countries in the world as a whole.

Table 2

The structure of the manufacturing GDP of the United States (in current prices)

Products, spheres		Years							
		1990		2000		2015		2016	
		<i>billion dollars</i>	%	<i>billion dollars</i>	%	<i>billion dollars</i>	%	<i>billion dollars</i>	%
GDP		5804	100	9817	100	12487	100	13195	100
Including	goods	2156	37.1	3449	35.1	3667	31.8	4092	31.0
	services	3114	53.7	5426	55.3	7186	57.5	7665	58.0
	tax redistribution	534	9.2	942	9.6	1334	10.7	1438	11

* Sources: Statistical Abstract of the United States 2007. URL: <https://www.census.gov/prod/2006pubs/07statab/health.pdf>, p. 431; Economic Report of the President 2008, p. 236 [31, p. 10].

In Ukraine, the change in the ratio of three sectors of the economy (agriculture, industry, services) is taking place against the background of a general decline in production volumes (in price and physical terms) since 1991. In 2021, Ukraine's GDP (in constant prices, in dollar terms at par and PPP, in absolute terms) still did

not reach the 1991 level, which is not observed in any of the post-Soviet countries in Europe. Among the reasons – the outstripping, relative to other spheres of activity, decline in industrial production in price and absolute terms (Table 3).

Table 3

Industry indices, including mechanical engineering of Ukraine, % to the previous year

<i>Indicators</i>	2010	2014	2015	2016	2017	2018	2019	2020
Ukraine	72.3 (by 2008)	73.7	68.7	92.4	118.4	119.7	117.6	95.6
Economy (at par and PPP) by 1990	65.8	64.8	58.5	59.9	61.4	65.9	65.5	63.2
Industry	112.2	82.8	98.4	103.1	97.1	95.3	91.7	n/d
Mechanical engineering	115.4 (2011)	79.4	85.9	101.7	97.6	101.6	98.4	n/d

* Source: Ukraine in figures for 2019. Kyiv: State Statistics Service of Ukraine. 44 p.; Regions of Ukraine for 2016-2019. Kyiv: State Statistics Service of Ukraine. 640 p. [24, p. 236].

Data on the dynamics of industry and mechanical engineering are somewhat overestimated, since the movement (decline) of the economy as a whole, real GDP, and the ratio of the exchange rate are not taken into account.

It is known that the indicators of industry and economy significantly depend on the basic industry – mechanical engineering, which ensures its own development, technical re-equipment of all sectors of the state's

economy, updating their material and technical base at least every 5-10 years (depending on the industry).

The experience of developed countries shows that modern mechanical engineering is able to stabilize the work of industry and accelerate economic recovery, make it self-sufficient, steadily developing, focused on meeting the needs of the population by at least 80% of products and services of its own production. For this, it is necessary that government bodies and civil society take an active part in this on the principles of public-private and public-private partnerships. Studies by the Institute of Industrial Economics of the National Academy of Sciences of Ukraine confirm that it is advisable to start work with mechanical engineering, extend to industry, sectors of the real economy, and then to the economy as a whole.

Let us consider this process using the example of domestic mechanical engineering. In the 90s of the twentieth century, Ukraine was one of the 10 most developed industrial states in Europe, having a fairly modern, according to the criteria of that time, structure of industry and mechanical engineering. The share of industry (section B, C, D according to Classification of economic activities) in Ukraine's GDP in 1991 was 45%. Machine building in Ukraine in 1990 provided up to 14% of GDP, and its share in industry reached 30.5% [32]. Today in the EU the share of mechanical engineering in industrial production is 36-45%, including in Germany – 53.6%, Italy – 36.4%. In other countries:

Japan – 51.52%, Great Britain – 34.6%, China – 35.21%. In the USA, the contribution of mechanical engineering to GDP is 5-10%, in the Russian Federation – 18% [35; 36; 38].

Currently, the engineering industry of Ukraine includes more than 11 thousand enterprises of various forms of ownership, size, level of technology, etc., 15% of fixed assets, 6% of current assets, up to 20% of industrial workers. But the share of mechanical engineering in Ukraine's GDP is declining, amounting to no more than 7% [40].

One of the negative indicators of the domestic machine-building industry is the decline in exports from 13.2 billion dollars in 2012 to 5 billion dollars in 2018. Imports significantly exceed supplies abroad, which is a reflection of government policy. The principles of market relations are violated, export-import activities of mechanical engineering with individual large foreign partners are prohibited. At the same time, assistance is not provided to domestic producers in increasing quotas for the supply of products to Europe, in the development of world markets.

In order to ensure economic security and reindustrialize production, it is necessary to systematically and continuously support mechanical engineering from the state. On the basis of public-private partnership, it is necessary to create and implement promising, breakthrough technologies (Table 4).

Table 4

Advanced technologies for domestic mechanical engineering

Technology segments	Traditional techniques and technologies	Promising (breakthrough) technologies
Equipment and technologies for product shaping	Machine-tool industry, material processing equipment	Additive technologies
Equipment and technologies for automation of production processes	Relays, switches, sensors, power electronics	Industrial robotics, sensors
Advanced materials for new technologies and processes	Metal, plastic	New alloys, powder metallurgy, composite materials, ceramics
ICT, robotization, digitalization, artificial intelligence	ACS, intelligent control systems	Artificial intelligence, smart machines and technologies, cloud technologies

Source: Revival of Donbass: assessment of socio-economic losses and priority areas of public policy: a national report / ed. E. M. Libanova. Kyiv: National Academy of Sciences of Ukraine, 2015. 206 p. (P. 159).

For the development of mechanical engineering, it is necessary to change the strategy of the state regarding the provision of engineering enterprises with its own and state sources of financing investments, technical re-equipment and development. Throughout the entire period of the functioning of the state of Ukraine, there are attempts to attract foreign direct investment (FDI) into the economy. However, practice shows that FDI in the domestic economy is no more than 5% of total investment and is "scattered" across all industries. These, albeit insignificant, receipts should be concentrated in mechanical engineering. It is advisable to apply the model of monetary financing by banks of investment projects of domestic machine-building enterprises. This model is actively used in the European Union, in the G-20 countries.

For the practical implementation of this model in the domestic industry, mechanical engineering, the necessary paradigm and mechanisms have been developed [30, p. 274-311], which makes it possible to at least double the financing of capital investments in mechanical engineering. The availability of sufficient funding for projects of innovative and investment re-equipment of mechanical engineering will allow the industry to solve internal problems, then to carry out technical re-equipment of the industry and the economy as a whole.

Modern self-sufficient states of Europe and the world are developed industrial and post-industrial (hyperindustrial) countries that provide their economy and population with guaranteed up to 90% of the products of their production, participate in the international equal division of labour and cooperation, included in those

unions and associations that allow them to remain really independent and self-sufficient. The high level of development of mechanical engineering and industry as drivers of economic development contribute to the implementation of this lofty goal. Science and education, managers of all levels, civil society and its institutions should work to promote and implement this direction.

Conclusions. Historical trends in economic development testify to the need and feasibility of large and medium-sized countries to be self-sufficient, to have a modern high-tech industry, to develop highly mechanized agriculture, a tertiary sector of the economy based on ICT, artificial intelligence, a highly qualified workforce, and digitalization. It is advisable to have economic growth rates of average countries close to the world ones, and in developing countries, to which Ukraine belongs, they should be higher than the world rates by 1.5-2.0 and more times.

The self-sufficiency of the country's economy presupposes the provision of scientifically substantiated needs of the economy and the population by at least 80% with products and services of its own production, with the share of high-tech mechanical engineering at the level of 30-35%. This will allow preserving and developing the material and technical base of the state, to solve internal social and economic problems, to participate in the international division and cooperation of labor on the principles of mutual benefit, to participate as an equal subject in regional and world unions and associations, to preserve traditions and culture.

Directions for further research. Further research is required to study the issues of determining state priorities in the development of the Ukrainian economy, preserving and developing its industrial and human potential, deepening theoretical research to identify the role of spirituality in socio-economic activity, production of the VI technological order in combination with the growth of spirituality, the formation of civil society, collectives, a person as a spiritual-bio-social subject.

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Амоша О. І., Брюховецька Н. Ю., Булеєв І. П. Промисловість як домінанта формування самодостатньої економіки України

Тисячоліттями повільними темпами формувалася і розвивалася традиційна антична, рабовласницька, феодальна економіка, основу якої складало сільсько-господарське виробництво, а ремісництво (попередник промисловості), послуги за своїми обсягами були незначними, але темпи їх зростання випереджали темпи зростання аграрного сектору, що відображає модель секторів економіки Кларка. В індустріальну епоху домінуючим сектором економіки стає промисловість, досягаючи максимуму за питомою вагою в економіці розвинених країн і світу до середини ХХ ст. в результаті переважно екстенсивного розвитку, I-II промислових революцій, перетворення науки в безпосередню продуктивну силу. У II половині ХХ ст. розвиток промисловості переходить на шлях інтенсивних якісних перетворень (III промислова революція), а на початку ХХІ ст. розвинені країни увійшли в процеси IV промислової (виробничої) революції, освоєння досягнень науки, V, VI технологічних укладів. Темпи зростання економіки прискорюються, питома вага промисловості в економіці знижується у відносних характеристиках, але в абсолютних показниках зберігається зростання промисловості, незважаючи на переважання у сучасній економіці сфери послуг (понад 60% у світовій економіці, понад 80% в економіці США). Однак базовою галуззю, домінантою розвитку самодостатніх країн, залишається промисловість, машинобудування, які ефективно освоюють науково-технологічні досягнення IV ПР, V, VI ТУ, ІКТ, цифровізацію.

Дослідженнями доведено безперспективність переходу до сучасної економіки шляхом тотального руйнування індустрії, як це відбувається в постсоціалістичних країнах та Україні. Обґрунтовується доцільність шляхом модернізації машинобудування реструктурувати промисловість, що забезпечить відновлення економіки в цілому, її самодостатність, рівноправну участь у міжнародному поділі праці і кооперації, входження і розвиток у складі спілок, асоціацій регіонального та міжнародного рівнів. Робота з розвитку економіки, досягнення самодостатності держави та суспільства має супроводжуватися зростанням духовності людини як духовно-біо-соціального суб'єкта, колективів, громадянського суспільства та його інститутів.

Ключові слова: економіка країни, самодостатня економіка, промисловість, машинобудування, домінанта розвитку, промислові революції, прогресивні технології, високотехнологічні виробництва.

Amosha O., Bryukhovetska N., Buleev I. Industry as a Dominant in the Formation of an Ukraine's Self-Sufficient Economy

For millennia, the traditional ancient, slave-owning, feudal economy was formed and developed at a slow pace, the basis of which was agricultural production, and handicraft (the predecessor of industry), services were insignifi-

cant in terms of their volumes, but their growth rates outstripped the growth rates of the agricultural sector, which reflects the Clarke model. In the industrial era, industry becomes the dominant sector of the economy, reaching a maximum in terms of its share in the economy of developed countries and the world by the middle of the 20th century as a result of predominantly extensive development, the I-II industrial revolutions, and the transformation of science into a direct productive force. In the II half of the twentieth century the development of industry goes on the path of intensive qualitative transformations (the third industrial revolution), and at the beginning of the twenty-first century developed countries entered the processes of the IV industrial (production) revolution, the development of scientific achievements, V, VI technological orders. The growth rates of the economy are accelerating, the share of industry in the economy is decreasing in relative terms, but in absolute terms, the growth of industry remains, despite the prevalence of the service sector in the modern economy (more than 60% in the world economy, more than 80% in the US economy). However, the basic industry, the dominant feature of the development of self-sufficient countries, remains industry, mechanical engineering, effectively mastering the scientific and technological achievements of IV IR, V, VI TO, ICT, digitalization.

Research has proven the futility of the transition to a modern economy through the total destruction of industry, as is the case in post-socialist countries and in Ukraine. The expediency of restructuring the industry through the modernization of mechanical engineering is substantiated, which will ensure the restoration of the economy as a whole, its self-sufficiency, equal participation in the international division of labour and cooperation, entry and development as part of unions, associations of regional and international levels. Work on the development of the economy, the achievement of self-sufficiency of the state and society should be accompanied by an increase in the spirituality of a person as a spiritual-bio-social subject, collectives, civil society and its institutions.

Keywords: country's economy, self-sufficient economy, industry, mechanical engineering, development dominant, industrial revolutions, progressive technologies, high-tech industries.

**Амоша А. И., Брюховецкая Н. Е., Булеев И. П.
Промышленность как доминанта формирования
самодостаточной экономики Украины**

Тысячелетиями медленными темпами формировалась и развивалась традиционная античная, рабовла-

дельческая, феодальная экономика, основу которой составляло сельскохозяйственное производство, а ремесленничество (предшественник промышленности), услуги по своим объёмам были незначительными, но темпы их роста опережали темпы роста аграрного сектора, что отражает модель секторов экономики Кларка. В индустриальную эпоху доминирующим сектором экономики становится промышленность, достигая максимума по удельному весу в экономике развитых стран и мира к середине XX в. в результате преимущественно экстенсивного развития, I-II промышленных революций, превращения науки в непосредственную производительную силу. Во II половине XX в. развитие промышленности переходит на путь интенсивных качественных преобразований (III промышленная революция), а в начале XXI в. развитые страны вошли в процессы IV промышленной (производственной) революции, освоение достижений науки, V, VI технологических укладов. Темпы роста экономики ускоряются, удельный вес промышленности в экономике снижается в относительных характеристиках, но в абсолютных показателях сохраняется рост промышленности, несмотря на преобладание в современной экономике сферы услуг (более 60% в мировой экономике, более 80% в экономике США). Однако базовой отраслью, доминантой развития самодостаточных стран остаётся промышленность, машиностроение, эффективно осваивающие научно-технологические достижения IV ПР, V, VI ТУ, ИКТ, цифровизацию.

Исследованиями доказана бесперспективность перехода к современной экономике путём тотального разрушения индустрии, как это происходит в постсоциалистических странах и в Украине. Обосновывается целесообразность путём модернизации машиностроения реструктуризировать промышленность, что обеспечит восстановление экономики в целом, её самодостаточность, равноправное участие в международном разделении труда и кооперации, вхождение и развитие в составе союзов, ассоциаций регионального и международного уровня. Работа по развитию экономики, достижению самодостаточности государства и общества должна сопровождаться ростом духовности человека как духовно-био-социального субъекта, коллективов, гражданского общества и его институтов.

Ключевые слова: экономика страны, самодостаточная экономика, промышленность, машиностроение, доминанта развития, промышленные революции, прогрессивные технологии, высокотехнологичные производства.

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PREMISES AND CHARACTERISTICS OF "CONTEMPORARY BUSINESS" – THE CONTEXT OF GLOBALIZATION, INTERNATIONALIZATION AND THREATS

Introduction. The pace and unpredictability of market changes is the basic premise for the emergence of new concepts and management methods in modern enterprises, in connection with new institutional, economic and environmental requirements, which in turn requires the development of new features and managerial skills [1]. The extension of the cooperation to new markets, in a new, unknown and previously unprecedented scale, in a new reality, a different understanding of the innovation and investment policy, the search for new opportunities and factors of advantage or stabilization have resulted in "new" business models and a "new" management approach [2, p. 16]. All this overlaps with events such as extraordinary events: strikes, economic crises, epidemics. There are clear trends in the ways of doing business, which is the background for comparisons of the traditional model with the modern model of business management. On this basis, it is possible to present the characteristics of the "modern model" of running a business in a situation where more and more enterprises, directly or indirectly, go beyond the borders of their own country, defined as their home country, with their activities [3, p. 11-15]. More and more companies emphasize on flexibility, creativity and innovation.

Although the science of management does not directly specify the list of universal features of the contemporary business model, as it is simply impossible (there are many such models and they are very diverse and depend on conditions of different nature in a given country), there are some emerging trends in the functioning of enterprises. Analyzing the literature on the subject in the area of this issue and the results of the own research, this study focuses on showing the basic tendency in the functioning of modern business: internationalization of the enterprises activities in connection with the globalization of activities and the related threats, without taking into consideration the pandemic situation, as this requires separate research. The inspiration to write the article was a research carried out personally and directly in 2013-2019 on a sample of over a

hundred Polish enterprises and over thirty Ukrainian enterprises, which directly or indirectly expanded (or expanding) their activities beyond the home market. The selection of enterprises was deliberate and consisted of the following criteria: diversified size (from micro to large), location (Poland – 90% headquarters in Poland and location in the Łódź Voivodeship; Ukraine – 100% headquarters in Ukraine), various sectors (manufacturing, services and commercial), diversified time of running a business (from 1 to several dozen years), direct or indirect international activity (from 1 to several years). The research tools used were: a survey questionnaire and an interview questionnaire. One of the goals of the research was, among other things, to identify the features of the modern business model and the risks associated with the operating conditions of modern companies. The main aim of the research was to examine the ways of internationalization of Polish and Ukrainian enterprises, which was realized in the monograph entitled Internationalization of Polish and Ukrainian enterprises [4]. However, this study is to become an inspiration for further considerations and in-depth research, including, – in the context of understanding the impact on these processes of profiles of managers from different countries [1, p. 64], methodological aspects of cross-cultural differences in business [5, p. 30-31], comparative analysis of business activities by representatives of different countries [6; 7].

For this reason, it deliberately does not contain statements and statistics, but only a general characteristic of the modern business model, with particular emphasis on the challenges for the functioning of modern business and the phenomenon of globalization, creating specific conditions for setting up and running this business. On the basis of the conducted research, it was also made an attempt to compare the contemporary model with the traditional one of the business running.

Globalization as a background for contemporary/modern business. The wide range of processes accompanying the phenomenon of globalization still leads

to the intensification of economic, political and cultural ties, understood as those "across state borders" [8, p. 17]. This increase in links between enterprises, science (and other) organizations and countries is due to the variety and quantity of flows: services, goods, resources and technology diffusion [9]. A. Zorska notes that a multifaceted, interdependent global economic system is being created [10, p. 20]. The power of global competition is growing as a result of the increased and still increasing complexity of the national and international environment as well as and the constant volatility and increasing interdependence between enterprises.

For Polish and Ukrainian (especially Ukrainian) enterprises, the increasing number and strength of competition in their own country is the reason for looking for opportunities that globalization creates. The increase in the complexity of the environment and the dependence of entities as well as the flow and absorption (diffusion) of all resources contribute to the internationalization of activities, posing new challenges for entrepreneurs [11, p. 129]. The process of internationalization of enterprises has significantly accelerated in recent years, especially in countries with less advanced technologies and less equity than in Western Europe (eg Ukraine and Poland).

Acceleration of internationalization and the free flow of resources and capital also contribute to the growth of various types of threats at every stage of the functioning of modern companies. Therefore, economic activity in international markets requires the application of a new approach to management.

It is internationalization, based on innovative products and services, that is associated with the "new" business model, the essence of which is to build a cooperation network based on unique resources, especially human resources, and the horizontal ties of cooperation between enterprises. This model may not be completely opposite to the "traditional" business, associated pri-

marily with domestic business, whose aim is to generate profit based on price strategies and the value of financial capital, but it is certainly significantly different from it.

Indicating the differences in the perception of both processes it allows the authors of this study to conclude that the two processes should not be equated or their names used interchangeably. For example, according to B. Liberska, internationalization is a quantitative process related to foreign trade and capital flows, and globalization is a qualitative process related to international economic relations, interdependence and the transition from indirect to direct forms of relations [12, p. 18-19]. G. Kołodko describes globalization as "an economic game which results in specific opportunities and threats to economic and cultural ties with foreign countries [13]. According to K. Przybylska, "internationalization is synonymous with the geographical dispersion of the company's economic operations across the country's borders" [14, p. 15].

It is treated as a phenomenon that signifies the process of expansion into foreign markets [15, p. 11]. According to J. Misala, the theories of internationalization of enterprises are a component that includes theories of international trade and theories of international migration of production factors [16, p. 43]. Internationalization is interpreted as: a process, a change in the sphere of activity [17, p. 19] and any type of activity undertaken by an organization outside the country [18, p. 19]. There is a visible increase in the number and variety of material and non-material ties on a global scale. Not only material resources, but also cultural and civilization patterns are moving [19, p. 295]. The essence of globalization is the creation of conditions for the free movement, and the essence of internationalization - the use of these flows by searching for opportunities, possibilities and avoiding barriers and market limitations in the country. Referring to the above considerations, Table 1 shows the differences for the analyzed issues.

Table 1

Statement of differences between the processes of globalization and internationalization

Factor	Globalization	Internationalization
Essence	An unforced, spontaneous, automatic process	A rational, well-thought-out process
Purpose	None	Clear
Background	Creates conditions, opportunities	Uses conditions, opportunities
Flows	Broadly understood, in unlimited way	production factors for specific purposes
Direction	Indefinite	Specified
Business model	any, not clear	indistinct "New", flexible

Source: own study.

The essence of the globalization process is similar in most countries of the world. For the same reasons, the essence of internationalization is often different. Therefore, it is difficult to identify these two concepts with each other. Globalization is a spontaneous process, while internationalization is a process of making rational decisions. Thus, it is "globalization that creates a field for action for companies that want to internationa-

lize, not the other way around. Globalization creates opportunities for networking and internationalization creates networking opportunities. Globalization brings with it new solutions, new technologies, and in the process of internationalization companies use them for new solutions and innovations" [4, p. 22].

Challenges for modern business. The contemporary expression "traditional business" refers rather to the

functioning of an enterprise on its own market, based on traditional, often outdated technologies, producing typical, standard, and repetitive products, rather than to an innovative enterprise, often changing its products and services and their features and functionality [4, p. 16]. The research carried out in Polish and Ukrainian enterprises (especially small and medium-sized enterprises) shows that the concept of a modern enterprise relates mainly to the readiness to create a cooperation network,

to enter into various interactions, to flexibility and to base operations on new technologies. The list of features of a traditional and a modern enterprise is presented in Table no 2. Summarizing comparing the business characteristics, the criteria developed during the own research and proposed by such authors as T. Sporek and S. Talar [20], J. Jennings and L. Houghton [21], C. Perez [22], J. McGee, H. Thomas and D. Wilson [23] were used.

Table 2

Features of the traditional and contemporary/modern business model - comparative analysis*

Criterion	Traditional model	Contemporary model
1	2	3
Time factor	Industrial Era	Innovation Era
Growth factors	Financial capital (raw materials, Energy, natural resources)	Human capital, (knowledge, Innovation, creativity, ability to change, employee loyalty)
Products/services/technology	Standardized products, Long product/service/technology life cycle	Short product/service/technology life cycle
Market	Low market volatility; market determined by suppliers; mass consumption	A volatile and dynamic market, shaped by customers Market segmentation due to strictly defined specific consumer characteristics. Individualization of needs
Nature of production	Energy and material-intensive production; the main value for the company are material production factors	Energy and material-saving production; the main value for the company are intangible production factors
The specificity of the production process	Standardization of processes and division of tasks; specialization; individual work stations; mechanization and automation; periodic nature of the innovation process – when necessary	Flexibility and adaptability; versatility, team and project nature of work; computerization, robotization, electronization; a continuous innovation process, embedded in the company's organizational culture
Learning Process	Ad hoc, as needed; training – as a necessity;	Continuous, included in the company's strategy; training as an investment, lifelong
Competition	Price competition; rather local; important size of the company	Non-price competition; global; significant speed of action
Sources of competitive advantage	Cutting costs on business activities ; competing with price; Economies of scale	Unique resources and capabilities; diversification strategy; competing with quality and technologies
Organizational structure and the nature of functioning	Centralized and hierarchical structures; bureaucracy; lack of flexibility of communication channels; decisions often made by the headquarters; lack of permanent horizontal (cooperative) relationships between companies; striving for stabilization; advantage of large industrial companies	Network structures, flexible, lean; decentralization, high autonomy of multi-tasking units; horizontal model of decision making; change management; tendency to permanent cooperation with other organizations (even competing ones); the advantage of innovative, knowledge-based companies
Success measure	Profit	Market value of the company (capitalization)

1	2	3
Employees	A large share of employees with average qualifications; employees understood as variable cost (company liabilities); narrow specialization; matching employee qualifications to the position; stability of employment	Large share of highly qualified employees; employees understood as human capital (company assets); adaptability of employees to various positions
Managers	Discipline managers as a determinant of quality; confrontational relationships with management; controlling steering; stabilization	Motivation, cooperation and initiative as a determinant of quality; cooperation between management and employees, horizontal relations; coaching; constant changes
Risk	Moderate	High and increasing along with the complexity of organizational and legal forms and forms of internationalization

* Source: Own compilation based on: B. Glinkowska-Krauze (formerly B. Glinkowska), *Internationalization of Polish and Ukrainian enterprises*, Publisher UŁ, 2018, p. 17; T. Sporek, S. Talar (ed.), *Internationalization and competitiveness of modern economic entities*, ed. UE w Katowicach, Katowice, 2011, pp. 15-16 [after:] J. Jennings, L. Houghton, *It's Not the Big That Eat the Small... It's The Fast Eat the Slow: How to Use Speed as a Competitive Tool in Business*, HarperBusiness, 2001; C. Perez, *Technological Revolutions, Paradigm Shift and Socio-institutional Changes* [in:] E. Reinert, E. Elgar (ed.) *Globalization, Economic Development and Inequality, an Alternative Perspective*, Cheltenham, UK, 2004, pp. 217- 242; J. McGee, H. Thomas, D. Wilson, *Strategy Analysis and Practice*, McGraw-Hill Education, 2005, pp. 460-463.

When analyzing the data contained in Table 2, one can notice the tendencies of the surveyed companies to increase the flexibility of operation and such management that is focused on continuous learning in order to better meet individual consumer needs. Nowadays, man has become a valuable resource of the company, and his motivation, loyalty and knowledge are the basic premise for increasing creativity in order to innovate [20, p. 16]. In 2002, P. Drucker already emphasized that "innovation is becoming a common feature of all market behaviors and activities" [24, p. 144], and the principle of operation of enterprises is, first of all, to be aware of changes and adapt to them. In such circumstances, experience is "perceived as something that hinders change and innovation" [20, p. 17], because it is related to a certain routine of activities, and the basic skill is to get rid of old habits and patterns [20, p. 17], which is conducive to the broadly understood creativity of enterprises. Interviews with company managers showed that the actual skills of their employees are becoming more and more important, while documents confirming qualifications are losing importance, unless such documents are also the right to perform work. The importance of networks of horizontally integrated production and trade links is also growing. At the business level, strategies such as cost leadership and price leadership are slowly disappearing. Such "obsolescence of traditional advantages leads to the construction of a completely new set of them" [20, p. 18], based on resources and capabilities that are difficult to duplicate.

Threats for the functioning of modern enterprises. In the conditions of globalization, new situations

and new opportunities appear unexpectedly, causing challenges, the meeting of which may be the only chance to exist or stay on the market. Enterprises must even adapt quickly to the market, because what is effective today may not be as effective tomorrow. Changes in the economy have always occurred, but their current pace seems incomparable. A contemporary enterprise is an entity that is constantly looking into the future, searching for and solving problems that have not emerged yet. It is a company that thinks in terms of tomorrow [25, p. 507]. Modern enterprises feel the effects of the global crisis related to the uncertain nature and the depletion of mineral resources, which may disrupt their functioning [26]. The uncertainty of climatic conditions is a significant threat for agricultural enterprises based on processing. The fear of such disruptions in functioning is visible especially among entrepreneurs in Ukraine, where a large part of enterprises' income and national income comes mainly from cultivation and breeding.

The increased competitiveness is another factor that today's enterprises grapple with. Foreign competitors offer completely new, previously unknown products characterized by low prices and good quality [27]. The increase in the number of competition on the markets of the home country is a direct motive of the surveyed companies to look for opportunities outside their own country. Here there are numerous barriers and threats. Small enterprises of both countries are not able to be cost-effective, that it directly translates into higher prices of their products and services. Polish small enterprises are primarily looking for foreign business part-

ners for such simple forms of cooperation as export and import, which are carried out through an intermediary and usually in the home country (indirect form). They very rarely create foreign direct investment. Ukrainian small enterprises that want to legalize their business activity, from the very beginning, look for opportunities to operate on foreign markets through (most often) such simple forms of internationalization as export and direct import. The most serious competition for them, however, are not large companies, but small enterprises, which form a fairly large gray area. For this reason, Ukrainian small companies, statistically more often than Polish ones, internationalize their economic activity from the moment of their establishment. In the case of Polish small and medium-sized enterprises, it is more often an evolutionary action than a revolutionary one, i.e. first they look for opportunities on the home market, and then, for development reasons or exhausting the possibility of operating regionally or locally, they look for opportunities to operate outside their own country.

These conclusions, however, are not so obvious and very general, as the entrepreneurship of company owners and managers plays a significant role in overcoming threats or in finding opportunities. This was confirmed in all examined cases.

The functioning of enterprises is also greatly influenced by macroeconomic reasons, such as state policy and legal regulations. This factor determines the business opportunities both in the home country and in the host country. The existence of favor (or disfavor) of the broadly understood state policy, translated into legal provisions and government programs, is particularly visible in Ukraine. There is especially here the lack of support for small enterprises and the privileging of the large ones, having strategic importance for the country, or "clout" based on "acquaintances", is particularly noticeable. The situation of supporting enterprises in Poland looks better. There are more programs supporting business activity and their internationalization, but the research carried out, showed a situation in which, among a hundred surveyed enterprises, only a few of them benefited from such programs, and they were usually medium and large companies. Another few companies used the support of universities and scientific institutes in the field of joint innovative projects. Polish enterprises either do not know about the existence of such programs or they are overwhelmed by bureaucracy and unclear regulations. In Ukraine, entrepreneurs usually know the current programs, but they know that their chances of getting support are small, so they often do not even try. Moreover, small enterprises with little equity are not able to create positions for project acquisition or innovation (research and development) in their structures. In both countries, enterprises most often use competitive benchmarking, which provides ideas and solutions quickly and without cost.

Among the external factors that belong to threats to modern business, one should also mention the unstable situation related to inflation, the level of interest rates,

law and state interventionism. The possibility of shaping them by individual economic entities is minimal [28, p. 2].

Resume. The conducted research and analyzes showed that the concept of modern business relates mainly to the broadly understood internationalizing economic activity, which requires many changes in the structure and organizational culture of enterprises. As emphasized in the introduction, the studies cover the years 2013-2019, so they do not refer to a pandemic situation that requires separate, in-depth research. In such a situation, the process of internationalization of economic activity does not lose its importance, but its forms and methods are changing. There are still clear trends in the ways of doing business, consisting in the ability to take up challenges and risks, far-reaching flexibility and innovation, constantly made changes and search for innovative solutions, as well as placing the main emphasis on the human capital of the enterprise. Facing challenges and taking risks resulting from the premises of a globalizing world – rather than avoiding them – are essential features of today's companies. The phenomenon of globalization, as a spontaneous process, constitutes a specific background for all processes carried out by enterprises, including the processes of internationalization of economic activity. This, in turn, will require an application of certain new strategies and forms of operation of modern companies. The sectoral character of economic activity (its profile) may also fundamentally change, and new geographic directions may form for the internationalization of companies' activities. When analyzing the threats to the functioning of modern enterprises, it can be noticed that the uncertain climatic conditions will adversely affect all companies that live off agricultural and livestock crops, which in Ukraine, that is based on agricultural production, breeding and processing is of significant importance. This does not mean, of course, that in countries with a less important agricultural sector in the overall functioning of the economy, the changing climate will not matter. Moreover, the huge number of competitors, that offer new products at low prices and good quality, does not give smaller enterprises a chance to "break out", both in Poland and in Ukraine, therefore – especially in Ukraine – micro and small companies from the very beginning look for opportunities in the markets of neighboring countries. The smaller enterprises are the biggest threat, forming the so-called gray zone, which forces newly emerging companies to practically immediately internationalize their economic activity. Another important threat are macroeconomic issues, such as unfavorable (unsupportive) state policy, unclear legal regulations, as well as rising inflation and rising interest rates. In Poland, small enterprises usually do not know about the existence of internationalization support programs, and in Ukraine, entrepreneurs know that they have no chance of taking advantage of them. On the other hand, large companies use them. The diversification of the conditions for running a business in one's own country necessitates the diversifi-

cation of forms and strategies for the functioning of modern companies, however, in this diversification, general tendencies can be distinguished, which allow the way companies operate to be called contemporary and from the traditional one.

Prospects for the further development of this problematics are a systematic analysis of intercultural differences between specialists in the economic profile and their manifestations in specific practices of entrepreneurial activity in an intentional business environment.

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Глинковська-Краузе Б., Гурецькі Л., Чеботарова Н. М. Передумови та характеристики «сучасного бізнесу» – контекст глобалізації, інтернаціоналізації та загроз

У ході попередніх комплексних теоретико-методологічних і емпіричних досліджень авторів, основною метою яких було виявлення шляхів інтернаціоналізації польських і українських підприємств, відзначено, що з'являється нова модель функціонування бізнесу, що істотно відрізняється від традиційної моделі, в якій феномен глобалізації лежить в основі процесу інтернаціоналізації економічної діяльності. При цьому слід брати до уваги, що проблематиці дослідження конкретних практик взаємодії підприємницьких структур Польщі та України, як це не парадоксально, в цілому приділяється недостатня увага (і в польській, і в українській економічній науці).

Це слугувало натхненням для написання даного дослідження, основна мета якого – виявити особливості сучасної бізнес-моделі на фоні виявлення відмінностей між традиційною і нинішньою моделлю в контексті існуючих загроз і з'ясувати головні (одні з головних) причини таких розходжень. Введення належить до використаної методології даного дослідження (конкретними методами дослідження є методи єдності аналізу і синтезу, індукції і дедукції та порівняльного аналізу, а також методи угруповань і екстраполяції). Стаття є результатом власного емпіричного дослідження авторів і порівняльного теоретичного аналізу, заснованого на літературі з даної теми, і є загальною характеристикою обох моделей. У загальних рисах представлено основні риси сучасної бізнес-моделі і тенденції європейської економіки на прикладі Польщі та України. Таким чином, дослідження спрямоване на

виявлення тенденцій ведення бізнесу на сучасному ринку і його характерних особливостей у контексті прогнозованого підвищення ролі факторів міжкультурної (транс-культурної) взаємодії в бізнесі.

Ключові слова: бізнес-модель, глобалізація, інновації, інтернаціоналізація, ринок.

Glinkowska-Krauze B., Górecki Ł., Chebotarova N. Premises and Characteristics of "Contemporary Business" – the Context of Globalization, Internationalization and Threats

In the course of previous comprehensive theoretical, methodological and empirical research of the authors, the main purpose of which was to identify ways of internationalization of Polish and Ukrainian enterprises. It was noted that a new model of business functioning is emerging, significantly different from the traditional model, in which the phenomenon of globalization underlies the process of internationalization of economic activity. At the same time, it should be borne in mind that the problem of studying specific practices of interaction between business structures in Poland and Ukraine, paradoxically, as a whole, is given insufficient attention (both in Polish and Ukrainian economic science).

This served as the inspiration for writing this study, the main goal of which is to identify the features of the modern business model on the background of identifying the differences between the traditional and the current model in the context of existing threats and to find out the main (one of the main) reasons for such differences. The introduction refers to the methodology used for this study (specific research methods are methods of unity of analysis and synthesis, induction and deduction and comparative analysis, as well as methods of grouping and extrapolation). The study is the result of the authors' own empirical research and a comparative theoretical analysis based on the literature on the topic, and is a common characteristic of both models. In general terms, the main features of the modern business model and trends in the European economy are presented on the example of Poland and Ukraine. Thus, the study is aimed at identifying trends in doing business in the modern market and its characteristic features in the context of the predicted increase in the role of factors of intercultural (transcultural) interaction in business.

Keywords: business model, globalization, innovation, internationalization, market.

Глинковская-Краузе Б., Гурецкий Л., Чеботарёва Н. Н. Предпосылки и характеристики «современного бизнеса» – контекст глобализации, интернационализации и угроз

В ходе предыдущих комплексных теоретико-методологических и эмпирических исследований авторов, основной целью которых было выявление путей интернационализации польских и украинских предприятий, отмечено, что появляется новая модель функционирования бизнеса, существенно отличающаяся от традиционной модели, в которой феномен глобализации лежит в основе процесса интернационализации экономической деятельности. При этом следует принимать во внимание, что проблематике исследования конкретных практик взаимодействия предпринимательских структур Польши и Украины, как это ни парадоксально, в целом уделяется недостаточное внимание (и в польской, и в украинской экономической науке).

Это послужило вдохновением для написания данного исследования, основная цель которого – выявить особенности современной бизнес-модели на фоне выявления различий между традиционной и нынешней моделью в контексте существующих угроз и выяснить главные (одни из главных) причины таких различий. Введение относится к использованной методологии данного исследования (конкретными методами исследования являются методы единства анализа и синтеза, индукции и дедукции и сравнительного анализа, а также методы группировок и экстраполяции). Статья является результатом собственного эмпирического исследования авторов и сравнительного теоретического анализа, основанного на литературе по данной теме, и является общей характеристикой обеих моделей. В общих чертах представлены основные черты современной бизнес-модели и тенденции европейской экономики на примере Польши и Украины. Таким образом, исследование направлено на выявление тенденций ведения бизнеса на современном рынке и его характерных особенностей в контексте прогнозируемого повышения роли факторов межкультурного (транс-культурного) взаимодействия в бизнесе.

Ключевые слова: бизнес-модель, глобализация, инновации, интернационализация, рынок.

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INTERNATIONAL DIGITAL PLATFORM AS A TOOL FOR THE FORMATION OF CROSS-BORDER RESEARCH, EDUCATIONAL AND INNOVATION SPACES

Formulation of the problem. According to economic theory, there are four main types of economic growth: (1) Smithian economic growth (main factor is division of labor); (2) Malthusian economic growth (main factor is population); (3) Schumpeterian economic growth (main factor is innovations); (4) Northian economic growth (main factor is institutions). So the modern art of managing economic development at the state level is combination of this tools under certain conditions.

There are depopulation and decreasing of division of labour in Ukraine. It hinders Smithian and Malthusian economic growth. So Schumpeterian and Northian economic growth become relatively more important for state. Innovation is impossible without a highly developed educational and research spaces. Consequently, it's necessary to create conditionals for provide improvement of innovation, research and educational spaces in Ukraine to provide economic growth. The solving of this problem can be find in integration of these spaces in the space of EU.

At the same time, it is necessary to take into account the digitalization of the economy. Digital platforms can be a technical and organizational tool for such integration.

Literature review. Researchers of innovation, educational and research spaces consider various aspects: status of implementation of the Ukraine–European Union Association Agreement in the field of science, technology and innovation; European research area (ERA); EU Research and Innovation Framework Programs (Horizon Europe); Ukraine's participation in European programs and organizations; Roadmap for Ukraine's integration into the European Research Area and prospects for participation in joint EU initiatives; Directions for strengthening scientific, technological and innovative cooperation between Ukraine and the EU [1]; the concept of "Innovation Elevator: from school to Europe" as a tool for "growing" innovative startups in terms of integration into the European Research Area, taking into account migration processes; Network of regional research centers of NAS and MES of Ukraine as a basis for the formation of regional and cross-border innovation systems, high-tech clusters, interstate and cross-border research, educational and innovation spaces [2]; ERA funding and Ukraine's participation in European programs [3]; Priorities and goals of Ukraine's

integration into the European Research Area, identified by ERA-UA, and its weaknesses [4].

As a result of these researches, such problems highlighted [1]:

- low level of strategic planning for the development of science, technology and innovation;

- the absence of the National Plan for the Implementation of the Roadmap for Ukraine's Integration into the ERA, approved by the Ministry of Education and Science of Ukraine in 2018;

- lack of coherence and coordination of policy in the field of science, education and innovation with other types of policies in industry, entrepreneurship, investment, social sphere, infrastructure in order to create a favorable business, regulatory and institutional environment to stimulate demand for innovation from industry, government, citizens, foreign partners, including from EU member states;

- inconsistency of actions of the authorities to implement the declared for decades plans for the development of innovative economy, which led to personnel and financial depletion of science, obsolescence of scientific infrastructure, almost complete lack of links between science and industry, low demand for innovation from business;

- limited access of Ukrainian researchers to European research infrastructures and electronic infrastructures, lack of the National Roadmap for research infrastructures.

When studying the problems of forming a single innovative, scientific and educational space Ukraine-EU, the possibility of using high technological and organizational tools (such as big digital platforms) remains outside the focus of attention of researchers. The potential of platform digitalization of innovation, research and educational spaces for their integration is not considered (not on national, not on multinational levels). This determined the choice of the research aim.

Aim of research. Based on a review of the literature and unsolved research problem, the aim of the study is to substantiate design international digital platform as a tool for the formation of cross-border research, educational and innovation spaces.

Presentation of the basic material. In the era of digital transformation, the main technological and organizational tools for the formation of interstate and cross-border research, educational and innovation

spaces are related to the creation and dissemination of digital platforms, which became the basis of the platform revolution [5] and digitalization of the economy. Digital platforms are influencing the development of creative labour. They transform ordinary labour, leisure and everyday activities into creative labour [6]. The platform revolution has taken place in recent decades, as a result of which digital platforms have become an integral part of any activity, including research, education and innovation.

There are different types of digital platforms. For example, there are innovation, transactional, integration and investment platforms [7, p. 9]. «A transaction platform is a technology, product or service that acts as a conduit (or intermediary) facilitating exchange or transactions between different users, buyers, or suppliers. An innovation platform is a technology, product or service that serves as a foundation on top of which other firms (loosely organized into an innovative ecosystem) develop complementary technologies, products or services. An integrated platform is a technology, product or service that is both a transaction platform and an innovation platform. This category includes companies such as Apple, which has both matching platforms like the App Store and a large third-party developer ecosystem that supports content creation on the platform. Investment platforms consist of companies that have developed a platform portfolio strategy and act as a holding company, active platform investor or both» [7, p. 9].

Companies that use innovative platforms include Microsoft, Oracle, Intel, SAP and others. Companies that use transactional platform include Tensent, Paypal, Netflix, Ebay, Uber, Airbnb and others. Companies that use integration platform include Google, Apple, Alibaba, Amazon, Facebook and others. Companies that use investment platform include Softbank, Naspers, Priceline and others. [7, p.14]. Given the diverse activities of these companies, it becomes clear that the division into types is quite conditional, because the vast majority of technology companies use different types of platforms, or rather implement them within a single digital platform or several digital platforms operated by one company. Also, not only innovative digital platforms contribute to the creation of innovations and the formation of innovation space.

At the same time, crowdfunding digital platforms are increasingly expanding their activities to support innovative projects. For example, in North America, Europe and Asia, there are hundreds of crowdfunding platforms that attract tens of billions of dollars [8, p. 73]. Academic crowdfunding digital platforms are also being developed to support small academic innovations [9].

Apart from the digital platforms discussed above, there are educational and scientific digital platforms. The former provide access to online education (Coursera, Skillshare, Udemy, adX, etc.), the latter aggregate scientific information (RePEc, Scopus, etc.).

But the activities of innovative, scientific and educational digital platforms are not combined with the

logic of a single innovation process, which includes a wide range of mutually agreed stages. Based on the analysis of the cycle of creation and dissemination of innovations [10, p. 20] there are 7 stages: (1) generation of scientific ideas as a result of research, (2) selection of ideas from the standpoint of organizational and technological opportunities and market prospects; (3) copyright protection; (4) development of a feasibility study; (5) creation of a new, innovative product, (6) organization of serial production; (7) the entry of innovative products into the market (commercialization of innovations). Further, the commercialized product goes through its life cycle within which the added value thickens, which creates an opportunity to launch a new innovation cycle. All stages are permeated by the educational space, which is the zero stage preceding stage (1). It also creates conditions for improving the implementation of other stages.

These digital platforms of each type play a positive role in the innovation process, but none of the platforms combines the first four stages. In fact, the scientific and educational spaces, which is the basis for the creation of innovative ideas and products, is mostly outside the activities of commercial innovative digital platforms. This problem can be solved through the implementation of an international digital platform for innovation, research and education space (hereinafter IDP «IRES»). The conceptual model of IDP «IRES» is presented in the Figure. Ukraine has opportunity to create big digital platform [11-12] and be a leader in this area.

The attributes of each digital platform on the basis of which the key interaction within the platform takes place are the participants, units of value and filter [13, p. 34-35]. For IDP «IRES», users are research organizations, businesses, educational organizations, governments, patent and consulting organizations. The units of value are money and information, which formalized in innovative ideas and accompanying documents. The filter is applied to registers of innovative ideas, products, research and educational organizations, investors and consulting companies.

The initiators of the IDP «IRES» deployment are the governments of the states. And its activities are administered by a specially created international organization.

Within the block «Generation of innovative ideas» is creating of innovative ideas. This process is carried out by research organizations that are authorized on the platform. Also there is the interaction of these organizations to develop new ideas on the platform.

Within the block «Selection of ideas» there is a prioritization and selection of ideas, which is done by representatives of business, research and consulting organizations together.

The protection of selected ideas from the standpoint of copyright takes place within the block «Copyright Protection». The performer of this work is selected through Dutch auctions among patent organizations, which the authorized on the platform.

Consulting companies are involved in the development of the feasibility study through the «Feasibility study development» block, where also use the Dutch auction procedure. Based on the results of the activity, a register of innovative projects that have a feasibility study and protection of intellectual property right is formed.

The right to implement innovative projects is distributed among investors (or their consortia) also by the Dutch auction procedure.

A separate issue is the feasibility of including crowdfunding functions in the IDP «IRES». Based on the maintenance of high quality innovation process, the inclusion of such a function is impractical. Instead, it is possible to consider crowdfunding platforms separately as a tool for accumulating resources to form a feasibility study for innovative ideas. That is, the research organizations authorized by the IDP «IRES» can attract a resource for the preparation of feasibility studies through crowdfunding platforms.

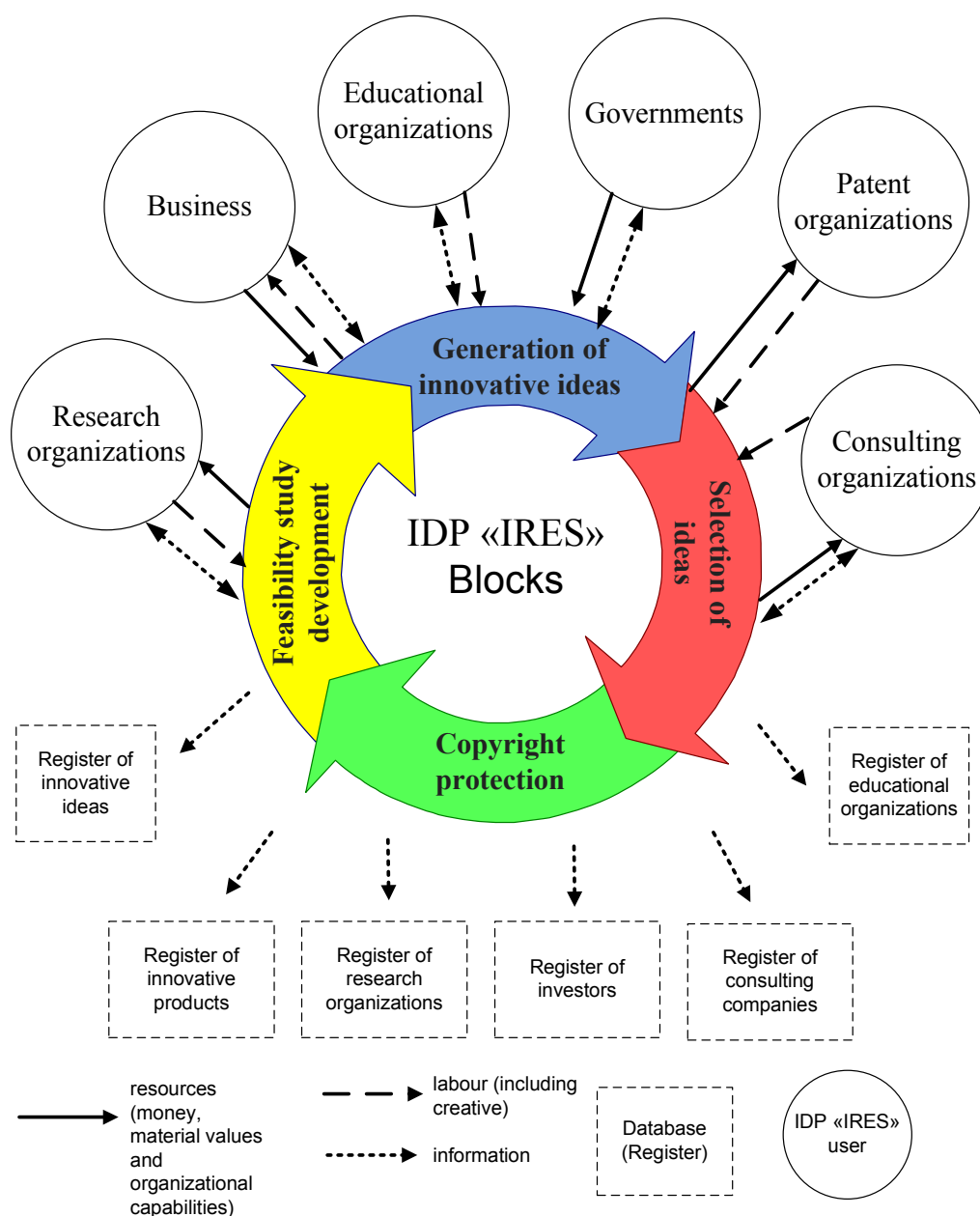


Figure. Conceptual model of the international digital platform of innovation, research, educational and spaces

Each of the participants (users) of the IDP «IRES» creates and receives a certain value from its activities (see Table).

In order to avoid monopolization within the innovation and scientific-educational space, it is desirable to

have several international digital platforms operating on such principles.

As a result, the well-founded conceptual model of IDP «IRES» serves as a basis for a combination of technological and organizational tools on a modern digital

Value received and created from IDP «IRES» for groups of users

Group of users IDP «IRES»	The value received from the IDP «IRES»	The value created for the IDP «IRES»
Governments	Promoting economic growth on an innovative basis	Providing financial and other resources
Business	Gaining access to high-quality innovative products that determine the possibility of obtaining innovative rents	Provision of financial resources and expertise
Research organizations	Financial and other material and organizational resources	Creating innovative ideas
Consulting organizations	Financial resources	Expertise
Patent organizations	Financial resources	Copyright protection, transformation of an innovative idea into a product
Educational organizations	Opportunity to learn in the process of implementing the innovation cycle	Organizational support of the platform

basis in order to form interstate and cross-border research, educational and innovation spaces.

Conclusions

1. In the current conditions for Ukraine, the greatest potential for economic growth is contained in the innovation and institutional spheres. In turn, mass innovation is impossible without developed scientific and educational spheres, which are its basis. This necessitates the activation and acceleration of innovative, scientific and educational activities in Ukraine, that requires strengthening international cooperation.

2. Among the main problems of the Ukrainian innovation, scientific and scientific space are their Weak integration into the European innovation space. This indicates the presence of untapped potential in this area.

3. A promising tool for integrating Ukrainian innovation, scientific and educational spaces into the corresponding European ones is the creation of an international digital platform that unites governments, business, research organizations, consulting organizations, patent organizations, educational organizations from Ukraine and EU countries.

4. The state of Ukraine has the opportunity to become the creator of such a platform, which can be done in two stages. At the first stage, initiate a platform to unite the Ukrainian innovation, educational and scientific space and one of the EU countries (for example, with Poland), and at the second, connect third countries from among the EU members.

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Вишневецький О. С. Міжнародна цифрова платформа як інструмент формування транскордонних науково-освітніх та інноваційних просторів

Мета дослідження – обґрунтувати дизайн міжнародної цифрової платформи як інструменту для формування транскордонного дослідного, освітнього та інноваційного просторів.

У чинних для України умовах найбільший потенціал економічного зростання міститься в інноваційній та інституційній сферах. У свою чергу, масові інновації неможливі без розвинених наукових і освітніх сфер, які є їх основою. Це вимагає активізації і прискорення інноваційної, наукової та освітньої діяльності в Україні, що обумовлює необхідність зміцнення міжнародного співробітництва.

Серед основних проблем українського інноваційного, наукового і наукового простору виділяється їх слабка інтеграція в європейський інноваційний простір. Це вказує на наявність невикористаного потенціалу в цій галузі.

Перспективним інструментом інтеграції українських інноваційних, наукових і освітніх просторів у відповідні європейські є створення міжнародної цифрової платформи, що об'єднує уряди, бізнес, дослідницькі організації, консалтингові організації, патентні та освітні організації з України та країн ЄС.

У державі Україна є можливість стати творцем такої платформи, що можна зробити в два етапи. На першому етапі ініціювати створення платформи для об'єднання українського інноваційного, освітнього і наукового простору та однієї з країн ЄС (наприклад, з Польщею), а на другому – підключати треті країни з числа членів ЄС.

Ключові слова: науково-освітній простір, інноваційний простір, міжнародна цифрова платформа, цифровізація, ЄС, Україна.

Vyshnevskiyi O. International Digital Platform as a Tool for the Formation of Cross-Border Research, Educational and Innovation Spaces

The aim of the study is to substantiate design international digital platform as a tool for the formation of cross-border research, educational and innovation spaces.

In the current conditions for Ukraine, the greatest potential for economic growth is contained in the innovation and institutional spheres. In turn, mass innovation is impossible without developed scientific and educational spheres, which are its basis. This necessitates the activation and acceleration of innovative, scientific and educational activities in Ukraine, that requires strengthening international cooperation.

Among the main problems of the Ukrainian innovation, scientific and scientific space are their weak integration into the European innovation space. This indicates the presence of untapped potential in this area.

A promising tool for integrating Ukrainian innovation, scientific and educational spaces into the corresponding European ones is the creation of an international digital platform that unites governments, business, research organizations, consulting organizations, patent organizations, educational organizations from Ukraine and EU countries.

The state of Ukraine has the opportunity to become the creator of such a platform, which can be done in two stages. At the first stage, initiate a platform to unite the Ukrainian innovation, educational and scientific space and one of the EU countries (for example, with Poland), and at the second, connect third countries from among the EU members.

Keywords: research space, educational space, innovation space, international digital platform, digitalization, EU, Ukraine.

Вишневикий А. С. Международная цифровая платформа как инструмент формирования трансграничных научно-образовательных и инновационных пространств

Цель исследования – обосновать дизайн международной цифровой платформы как инструмента для формирования трансграничного исследовательского, образовательного и инновационного пространств.

В нынешних для Украины условиях наибольший потенциал экономического роста содержится в инно-

вационной и институциональной сферах. В свою очередь, массовые инновации невозможны без развитых научных и образовательных сфер, которые являются их основой. Это требует активизации и ускорения инновационной, научной и образовательной деятельности в Украине, что обуславливает необходимость укрепления международного сотрудничества.

Среди основных проблем украинского инновационного, научного и научного пространства выделяется их слабая интеграция в европейское инновационное пространство. Это указывает на наличие неиспользованного потенциала в этой области.

Перспективным инструментом интеграции украинских инновационных, научных и образовательных пространств в соответствующие европейские является создание международной цифровой платформы, объединяющей правительства, бизнес, исследовательские организации, консалтинговые организации, патентные организации и образовательные организации из Украины и стран ЕС.

У государства Украина есть возможность стать создателем такой платформы, что можно сделать в два этапа. На первом этапе инициировать платформу для объединения украинского инновационного, образовательного и научного пространства и одной из стран ЕС (например, с Польшей), а на втором – подключать третьи страны из числа членов ЕС.

Ключевые слова: научно-образовательное пространство, инновационное пространство, международная цифровая платформа, цифровизация, ЕС, Украина.

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SYSTEMIC INTERACTION OF CENTER AND REGIONS IN UKRAINE (basics of national-civilizational security)

The relevance of the topic, directions, and purpose of the study. The substantiation of the systemic interaction between the Center and the Regions of Ukraine provided for the consistent scientific development of the authors regarding the introduction of budget federalism in Ukraine as an independent unitary state [1, 2, 3].

The formation of a New World Order from the beginning of the 70s of the last twentieth century, based on the predictions of the Club of Rome, acquired signs of completed international liberalism not only in capitalist countries but also in communist China, whose state capitalism ensured the presence of three companies (Sinopec Group, State Grid, and China National Petroleum) from the five largest worlds. In 2020, according to the Fortune Global 500 list, China had 124 companies against 121 in the US.

Three-quarters of Chinese companies are state-owned enterprises that occupy the "command heights" of the world economy and are led by the Communist Party under the slogan "Stronger, better, larger!". Chinese state-owned enterprises operate in the national economy's strategic sectors, from energy and shipping to rare earth mining. The total assets of China's 96 largest state-owned enterprises are more than 63 trillion dollars in the US, equivalent to nearly 80% of global GDP [4, p. 1].

At the same time, Chinese private firms and companies, relying on many subventions, industrial policy, and the domestic market (where the state limits foreign competition in strategic sectors of the national economy), have become leaders in advanced technologies in the world market. First of all, it concerns robotics, artificial intelligence, biotechnology, and telecommunications. From 1995 to 2015, the average number of the 100 largest Chinese conglomerates increased from 500 to more than 15 thousand, which means 1.5 million companies, which is only for 100 leading business groups [4, p. 6].

In 2020, China overcame the poverty of the population, which amounted to more than 1.4 trillion man, and his devotion to mental identity ensured the achievement of such a state of management and livelihood on the basis of its own model of *planned socialist market economy*, in which both public and private enterprises are only Chinese and act on the unity of only the Chinese people and state. The globally centralized US economy, a global hegemon operating on a network economy like a vampire's head, has eight tentacles, seven of which, through the G7, are launched into all sectors of the world's national economies and the private lives of Earthlings. Suckers on tentacles are levers of control of systems of management and vital activity of vassal-colonies of an octopus-vampire.

The body of an octopus-vampire – a hunter of tropical and subtropical seas and oceans – has eight tentacles and looks like a bag-shaped ball, which hides a highly developed brain and nervous system, surprisingly intelligent animal. Deciphering the genome of the octopus in 2015 was a good proof of this statement: the number of base pairs, it lags behind the human by only 400 million (2.7 vs. 3.1 billion).

The Group of Seven (G7) is an international club that unites the United Kingdom, Germany, Italy, Canada, France, Japan and the United States. As the G7 has no statute and it is not possible to officially obtain the status of a club member, the cooperation of club members concerns the fixing of the parties' intentions to follow an agreed line or to *blindly obey* other participants in international life to the demands and orders of external forces, *not GENUS to the indigenous population* [5].

After the conscious and purposeful collapse of the USSR, for 1991-2002 years, G7 gradually (according to the "7 + 1" scheme) was transformed into an "eight" with the participation of Russia as the successor of the USSR. Since 2014, after the annexation of Crimea to the Russian Federation, Western countries refused to participate in the work of the G8 and began to hold meetings again in the format of G7.

In June 2020, US President Donald Trump made a proposal to return Russia to G8 (7 + 1), but other member countries of the group did not support this [5].

In August 2019, after the next meeting of the heads of the G7 member states in Paris, French President Emmanuel Macron addressed the traditional annual ambassadors' conference at the Élysée Palace. In addition to French ambassadors, the conference was attended by the presidents of the G7 member countries, the prime minister, ministers, and parliamentarians of France [6].

Emmanuel Macron revealed the trends of Western hegemony in the world over the past 300 years:

- in the XVIII century - French hegemony – thanks to the Renaissance and Enlightenment;
- in the XIX century - British hegemony – thanks to the industrial revolution;
- in the XX century – American hegemony due to two world conflicts (the First and Second World Wars).

After World War II, Washington used military procurement and large research and development (R&D) budgets to accelerate the development of advanced technologies that are the basis of the modern economy, ranging from the Internet, satellites, GPS, aircraft, vaccines, supercomputers, and smartphone components, etc. [4, p. 7].

Recognizing the US's economic and political dominance in the world, the French President stated: "*We are definitely witnessing the end of Western hegemony in the world.*" The report focused on India, Russia, and China's development strategies, as a kind of civilizational state whose movement is led by stronger political inspiration than what Western Europeans have.

As one of the Normandy Format members (Ukraine-Germany-France-Russia) for the restoration and preservation of peace in the Donbas, Emmanuel Macron, in his report, identified two main risk factors for geopolitical upheavals and military conflicts.

The first, in his view, is that conflicts lead to an increase in the number of civilian casualties, even when the nature of these phenomena changes.

The second point is seen in the growing savagery when the conflict parties abandon agreements on the control of weapons and their use.

Summarizing the disclosure of the role of France in Europe, Macron emphasized: "*We know that civilizations are disappearing like countries. Europe will disappear with the collapse of this Western era, and the world will line up around two big poles – the United States and China. We will have a choice between dominating the two forces.*"

Recognizing thus the USA and China as geopolitics superpowers, the President of France draws a conclusion concerning the need of the choice of the pole by France for a big change: "*Whether we will be younger allies of any given party, or it is a little of one and a little bit the second? Or we will try to play our own game and to carry out our own influence?*"

Jude Blanchett, head of the Department of Chinese Studies at the Center for Strategic and International

Studies in Washington, D.C., emphasized: "*Building an economic order for this century is, of course, a large-scale task, but, as the recent breakdown of ties between the United States and China shows, in the absence of effective intermediary institutions, economic and financial friction can metastasize and develop into geopolitical tensions*" [4, p. 8].

Ukraine should do its best to avoid the role of the red rag in the track record of trade disputes between the United States and China.

Unfortunately, as of today, Ukraine has chosen the path of the puppet doll of the world's main puppeteer in its struggle with Russia. Russophobia flourished after the Second Maidan in 2014 practically eliminated the moral and spiritual traditions of the Slavic brotherhood. Hatred and aggression of "real" Ukrainians flourish not only against "Muscovites", but also against Russian-speaking Ukrainians both in Donbass and on the territory of Ukraine. There is a leveling of historical events and a revision of the paradigm of the estate of the spiritual foundations of the nation.

Ukraine has introduced into the ranks of its own state policy a foreign ethnogeopolitical paradigm of the United States, which focuses on fascist neo-Nazism as a way to protect the private financial capital of the oligarchs.

In his report, the President of France stressed that deep financing took place in Europe and the world's modern market economy. It became the economy of accumulative capitalism, which led to a significant concentration of wealth in the hands of "champions" (oligarchs) as talented people, as well as those who have success in globalizing large metropolises and countries.

In this regard, it is appropriate to recognize that the Macron report is a remarkable example of strategic thinking and directly affects the interests of Ukraine since the initiatives of the French president on Russia are directly related to Ukraine. Moreover, they reflect a fundamental turn in large part of the European elite's views, which can have serious consequences for the World Order.

Based on a careful study of the report of the President of France Emmanuel Macron, in December 2019, an article was prepared and published "*Scientific and methodological support for strategic planning and state regulation of regional human development in Ukraine*" (Bulletin of Economic Science of Ukraine. 2019. № 2 (37). P. 223-237). The article presents recommendations for clarifying the current model of market economy in Ukraine based on social planning and organizing systemic interaction between the Center and the Regions in the final formation of the State Strategy for Regional Development for 2021-2027 years.

Based on the rethinking of his own 60-year experience of planned management of the national economy of the USSR, the only reasonable solution is to develop his own model of a market economy, which, following the example of France, will be based on the *triptych of statehood: security, sovereignty, and influence* [6].

In June 2020, at the Davos World Economic Forum (WEF), which was created in the 70s of the last century in Davos (Switzerland), it was stated that the current model of capitalism is outdated. It is necessary to immediately proceed to the practical implementation of the Plan of the Big Reboot (PBR) and the implementation of the fourth industrial revolution. The Davos WEF stimulated its methodological developments for many years [7].

The PBR is based on the ideas of inclusive capitalism, seemingly aimed at overcoming poverty by solving the problems of growing inequality in income and wealth. Supposedly in order to prepare proposals to mitigate the effects of the financial crisis of 2007-2009, in 2012, the Henry Jackson Society created a working group for the "Inclusive Capitalism Initiative" project with the involvement of Lynn de Rothschild, who managed EL Rothschild, as co-chairman. The company has major investments in the media (including The Economist), as well as in real estate, the business of trust asset management, infrastructure, agriculture, and the production of consumer goods. The holding's geography is the USA, Great Britain, Europe, Africa, India [7, 8].

In May 2014, Lynn de Rothschild organized a conference on inclusive capitalism in London with 250 corporate and financial leaders controlling about a third of the world's investment assets, as well as IMF head Christine Lagarde, his Royal Highness Prince Charles, former US President Bill Clinton, Lord Mayor of London Fiona Woolf [7].

In 2016, speaking in New York at a conference on inclusive capitalism, IMF head Christine Lagarde emphasized the importance of business in supporting an inclusive economy as part of an inclusive society as a whole [7].

In December 2020, with the assistance of the world's largest investment companies, business leaders, and the Vatican, called "The Guardians of the Council on Inclusive Capitalism," the Council on Inclusive Capitalism was created [7].

That is, inclusive capitalism is a "global alliance" of the Rothschilds and the Pope as an alliance of the Cross and Momona and 33 partner organizations.

Business entities that are represented in the "guardians" group have assets under management worth more than \$10.5 trillion by companies with a market capitalization of more than \$2.1 trillion and 200 million employees in 163 countries [8].

Lynn Forester de Rothschild and Pope Francis exchanged protocol courtesies. The Rothschild clan representative: *"We are responding to the challenge of dad Francis to create a more inclusive economy that more equitably distributes the benefits of capitalism and allows people to fully realize their potential"* [8].

Pope Francis: *"An economic system that is just, credible, and capable of solving the most serious problems facing humanity and our planet is urgently needed. You accepted the challenge by looking for ways to turn*

capitalism into a more inclusive tool for holistic human well-being" [8].

Key figures in the Council on Inclusive Capitalism are Ms. Rothschild and the Pope. Close to their duet is the president of the Foundation Forda Walker, the president of the Rockefeller Foundation, Rajiv Shah, as well as the CEOs of the corporations' Visa, Mastercard, Bank of America, British Petroleum [9].

Among the "especially close" include Mark Carney, the UN special envoy on climate. He's not so much a climatologist as a banker. In 2000-2013 headed the Bank of Canada; in 2013-2020, he was the Bank of England's head. And in 2019, at the annual US FRS conference in the American city of Jackson Hole, with the heads of central banks of different countries and the heads of the FRS units, Mark Carney proposed replacing the dollar with the world reserve currency with a new digital currency [9].

The Council for Inclusive Capitalism's official governing body with the Vatican is a group of "guardians" consisting of 27 important people. These are all the above, and in addition: Oliver Bäte – Chairman of Allianz SE; Marc Benioff – Chairman, Chief Executive Officer and Founder of Salesforce; Edward Breen – Executive Chairman of Dupont; Kenneth Frazier – Chairman of the Board of Directors and Chief Executive Officer of Merck & Co., Inc.; Brian Moynihan – Chairman of the Board and Chief Executive Officer of Bank of America; Deanna M. Mulligan – President and Chief Executive Officer of the American life insurance company Guardian; Ronald P. O'Hanley – President and Chief Executive Officer of State Street Corporation, etc. [9].

The "guardians" also include several responsible persons from non-business organizations: Angel Gurria, General Secretary of the Organization for Economic Cooperation and Development (OECD); Sharan Barrow – General Secretary of the International Trade Union Confederation; Fiona Ma is the state treasurer of California. Some see the number of "guardians" equal to 27, a mystical meaning: the Masons on the 27th degree is the "chief of the temple".

The creation of a "global alliance" by world capital is another smokescreen designed to make a "great perestroika" that will establish the domination of the super-rich over the planet. The first undoubted success of the "global alliance" was marked: within a few months, they managed to put masks on billions of people, making the mask on a person's face a sign of obedience. Now they themselves can remove the mask from their activities and act openly. Then the head of the Vatican will not be needed as a "trailer" for the "global alliance".

In 2020, the Rockefeller Foundation, together with the Ford Foundation, announced the launch of the Coalition for Inclusive Capital concept - *"A new agreement between business, government and American workers"* [8].

In the current conditions of honing globalization, Tatyana Solovyova has identified the following areas of the Big Reset Plan for the period until 2030 [6]:

1. A substantial increase in taxes and Hegemon's control of the distribution of income of countries should result in the supposedly prosperous population with a focus on "Equality and Brotherhood" thanks to the reformatting of the social environment.

2. Reduction and elimination of private property, including movable and immovable property.

3. Digitalization of society, the abolition of cash due to robotization, and the introduction of artificial intelligence.

4. The transition from the "shareholder" system (with the rights of the founder, owner, or manager) to the "stakeholder" system (as an ordinary shareholder, participant, or worker). As a result of minimizing the management of their own business, the "shareholder" system will be completely eliminated as the basis for removing the middle class in favor of monopolists with large businesses.

The formation of capitalism "stakeholder" (capitalism of "participants") is focused on such a social polarization of society when 1% of the oligarchy will be ruled by 99% of poor ordinary people as secondary participants in the large commercial sector of the Anglo-Saxon market economy model. The form of unification of the oligarchy (1%) with commoners (99%) will be the so-called "social contracts" under the invincible slogans "Freedom and Democracy" and "Equality and Brotherhood."

According to the Big Reset Plan, the state, as obedient vassals-colonies of the United States, will act as chain dogs for the tax burden, and the ideologists will be the WEF and the UN (non-selection structures). The scheme is not new; once an entire colony of India on behalf of Britain was led by a private East Indian company. Politicians in individual countries will not be able to do anything in contradiction, and all operate according to one methodology [7].

The US world hegemony has chosen Ukraine in advance as the intended encouraging springboard for maintaining a group of G7 and unipolar dominance and preventing the restoration of bipolarity with the participation of China and Russia, as well as the USSR.2.0. The republics of the USSR (except Belarus) and most countries of the world, introducing the Anglo-Saxon model of an open-type market economy, are deployed on the axis of vassals colonies beyond their own WILL.

China's attempts to cooperate with Ukraine in Crimea in 2012-2013 regarding the construction of the most modern seaport in Feodosia with the deepening of the Black Sea Bay and the redemption of shares of the Zaporizhzhya Motor-Sich plant, which has the most modern technologies, were "diplomatically blocked" by the United States.

For its part, Ukraine, contrary to the provisions of the 1996 Declaration on State Sovereignty of Ukraine from the 16.07.1990 and Constitution of Ukraine,

should become a member of NATO and the EU, carry out 62 reforms and development programs of the state to introduce European standards of life, introduce a free land market from July 2021.

In the early 90s of the twentieth century, Ukraine was the most developed republic of the USSR and had the third nuclear potential of military weapons globally.

Institute of Cybernetics and Institute of Economics of the Academy of Sciences of the Ukrainian SSR, Economic Research Institute (ERI) and General Directorate of Research Organizations under the State Economic Council of the USSR (GDRO) the computing centers of the State Planning Commission of Ukraine were the main scientific organizations in the field of economics, organization and management of the Union republics within the USSR. These structures were also the main scientific organizations for developing scientific foundations for modeling, forecasting, and national economic planning in creating sectoral and territorial ACS of various scales of economic and vital activities and Automated Planning and Financing Systems at the republic level.

In 1994, ERI, having 30 years of experience in cooperation with the State Planning Commission of the Ukrainian SSR, the State Planning Commission of the USSR, and the State Plans of the Union Republics, initiated a proposal regarding Ukraine's membership not only in the UN but also in the UN Security Council as a country significantly damaged during the Great Patriotic War and the Chernobyl accident. But the slogans "Plan – out!" and "Freedom to market relations!" crossed out the efforts of ERI to combine the Plan and the Market to relieve the geopolitical tensions of the unipolar world [10, 11].

The global centralized economy of the United States, as the head of the vampire octopus, constantly releases well-planned distracting ink stains – the slogans "Freedom and Democracy" and "Equality and Brotherhood" – to continue maintaining its unipolar dominance in the world. These ink stains serve as a trigger and a false goal of color revolutions and reshaping the world, in particular the creation of the Greater Middle East (consisting of Arab countries and Azerbaijan, Afghanistan, Iran); the secession of Crimea and Donbas from Ukraine and their accession to Turkey by 2050 or the creation of Israel 2.0 for its temporary shelter in the Crimea and Donbas and the south-eastern part of Ukraine in the event of World War III. Schemes for reshaping the world are developed by US special intelligence services in advance, 10-15-20 years before the events.

US Secretary of State Antony Blinken said they were disappointed in the color revolutions. For a long time, Washington dropped regimes in other countries in order to "promote democracy," which is too expensive for the state budget and does not guarantee success. *"We will not promote democracy through expensive military operations or the overthrow of authoritarian regimes by force. We tried such tactics in the past, and it did not work. However, the United States has not completely*

abandoned the very idea of forming foreign governments "under itself" [12].

Antony Blinken emphasizes that US President Joe Biden's administration will do this differently – not through revolutions but through "inducement to reform" with the help of forced loans.

Anthony Blinken emphasizes that the administration of US President Joe Biden will do it differently – not because of revolutions, but because of "incentives for reform" through forced loans. The European Union and the IMF have already obliged Kiev to reform public authorities, raise tariffs for the population, lift the ban on land sales and create a number of anti-corruption bodies through which the West exercises external control and governance over Ukraine. The state and the population are mired in excessive loans from the IMF.

The mechanism of unipolar domination of the United States is provided by transnational corporations, whose financial resources are several orders of magnitude higher than many countries' national budgets. This mechanism is implemented by the logistics of the International Geopolitical Business, which contributes to the selection and appointment of "convenient" presidents, prime ministers, ambassadors, members of the judiciary, heads of ministries, departments, regions, law enforcement agencies, intelligence and defense, and anti-corruption services.

The use of the Anglo-Saxon model of an open market economy leads to the emergence of international terrorism, the main goals of which are *"disorganization of public administration, economic and political damage, violation of the foundations of the public apparatus, which, in the opinion of terrorists, should motivate the authorities to change politics"* [13].

The main signs of international terrorism are globalization, professionalization, and reliance on extremist ideology. At the same time, there is a threat to the use of non-conventional weapons: nuclear, chemical, and bacteriological (in particular, the COVID-19 pandemic) [13].

UN Security Council Resolution No. 1373 of September 28, 2001, notes "a rather close connection between international terrorism and transnational organized crime, illegal drugs, money laundering, illegal arms sales and illegal transportation of nuclear, chemical, biological and other potentially dangerous materials". Experts also note the increase in the technical equipment of terrorists and their tacit support from certain states [14].

State terrorism has signs: poverty and constant fear of the population, lack of democratic freedoms, intimidation of the population and authorities, violent acts against certain categories of citizens, failure of power, and the desire for power through latent terrorism (primarily the killing of state leaders, scientists, cultural figures, literature, and art) [14].

International terrorism against the brotherly Slavic peoples of Belarus, Russia and Ukraine has managed to break the Treaty of Friendship and Cooperation between

Ukraine and the Russian Federation, leading to state violence against the population, which has no legislative or judicial support and can be practiced by state law enforcement agencies. The actions of state terrorism are carefully concealed, an example of which is the signing on April 14, 2014 under the label "secretly" of the Acting President of Ukraine, Chairman of the Verkhovna Rada of Ukraine O. Turchynov of Decree № 405/2014 "On the decision of the National Security and Defense Council of Ukraine of April 13, 2014 «On urgent measures to overcome the terrorist threat and preserve territorial integrity of Ukraine»".

Volunteer punitive battalions, financed by oligarchs, were sent to the Ukrainian Donbass (*according to the logistics of the International Geopolitical Business*), joined by the regular armed forces of Ukraine in violation of the Constitution of Ukraine on the impossibility of using them against their own people.

The mission of the Ukrainian Donbass is to preserve the commandments of the Slavic peoples to protect their land and subsoil, their language and faith, culture and traditions of the GENUS, the historical values of peace and good, its victory over evil.

In the current conditions of deepening the liberalization of the Ukraine market economy by the national authorities, there was a need to understand and strengthen the Ukrainians' own national idea as citizens of our state - to be a master in their native land.

It was overdue to clarify, preserve and develop a system of national values, which is designed to ensure the diversity of individual characteristics of the population of each region of the state: spirituality and education, customs and traditions, culture and worldview, peaceful mentality, and territorial unity, historical heritage and ethnic values.

The existence of stable moral traditions of interaction between the center and the territories are designed to contribute to the emergence of mutually agreed emergent development of all state regions as a single organic and dynamic whole.

An alternative option to the Decree on the ATO opening could be a solution for the transition of Ukraine (as an unified state) to the model of budgetary federalism, with the establishment of financial standards for budgetary security of the main warehouse social and economic (including human) development in Lugansk and Donetsk regions. At that hour before the warehouse of financial standards of budgetary security, when planning the views of the budget, there were offensive warehouses: state management; education; protection of health; social security i social security; culture i mystery; physical culture i sport.

In 2011, the Scientific and Practical Commentary on the Budget Code of Ukraine updated in 2010 [13] proposed the additional inclusion of financial standards for the budgetary provision of guaranteed services of housing and communal services and the media (by order of the Ministry of Finance of Ukraine, responsible pro-

ject executor, scientific editor, doctor of economic sciences, professor V. F. Stolyarov).

The head of a similar Scientific and Practical Commentary on the Budget Code of Ukraine in 2000 was directly A.V. Turchinov as a deputy of the Verkhovna Rada of Ukraine, the head of the corresponding Committee and the Working Group for the Development of the Budget Code. That is, he personally and his assistants are sure to be acquainted with the new version of the Scientific and Practical Commentary on the 2010 Budget Code of Ukraine. In addition, as the chairman of the Verkhovna Rada of Ukraine, Turchinov knew about the draft Law of Ukraine "On Amending the Budget Code of Ukraine (regarding increasing the financial independence of the Autonomous Republic of Crimea and Sevastopol)," which was adopted 15.04.2014 with his participation and provided for:

- credited in full to the budget of the Autonomous Republic of Crimea all revenues that are paid (overpaid) on the territory of the Autonomous Republic of Crimea and the city of Sevastopol;

- granting the right of local authorities to determine the cost of lending the budget within the revenue without applying leveling mechanisms, that is, without state intervention in the process of forming the budget of the Autonomous Republic of Crimea and the city of Sevastopol;

- the possibility of distribution of inter-budget transfers between the budget of the Autonomous Republic of Crimea, the city budget of Sevastopol and the relevant local budgets.

Considering changes, the Autonomous Republic of Crimea and Sevastopol's budgets became balanced in terms of revenue and expenditure parts without a deficit (with zero transfer from the state budget).

That is if the annexation of the Autonomous Republic of Crimea and the city of Sevastopol territory at the time of the adoption of the Decree Acting President of Ukraine 14.03.2014 even before the start of the ATO, and starting from 18.03.2014, the work of the tax and treasury services on the Ukrainian peninsula was blocked, then cooperation with such services of the Lugansk and Donetsk regions was still possible.

Provisions of the Law of Ukraine dated 15.04.2014 in the sphere of financial and budgetary policy and increasing the financial independence and autonomy of the Autonomous Republic of Crimea and Sevastopol; it would be advisable to extend the formation of local budgets of the Lugansk and Donetsk regions in the negotiations of Kiev national authorities with the initiators of the creation of People's Republics within the then regional and local authorities.

The same could be envisaged in the events of 2015 to implement the Minsk Agreements of August 2014.

The preservation of the territorial unity of Ukraine on our proposals provided for the extension of the initial provisions of the budget federalism of Ukraine as a unitary state not only to Lugansk and Donetsk regions but also to the remaining 22 administrative regions, which,

since 1999, have been subsidized. So, if in 1996, only 11 regions were subsidized, then in 1997-1998 their number increased to 22, that is in 2 times.

After the Dignity Revolution, government decisions regarding the Lugansk and Donetsk regions were prepared on falsified information. So, for 13 years of statistical observations by the State Statistics Service of Ukraine (1999-2012), these regions among 27 administrative-territorial units of the republic (24 regions, Crimea, Kiev, and Sevastopol) constantly took 26th and 27th places in the rating of the Regional Human Development Index (RHDI) on a single scale of its measurement.

But in the "State Strategy for Regional Development for the Period until 2020," approved by the Government Decree of 06.08.2014. No. 385 (signed by A. Yatsenyuk) places in the ranking of the RHDI of the Lugansk and Donetsk regions are not mentioned. On the contrary, complaints have been made about higher wages compared to other regions of the state without considering the terrible ecology and unbearable working conditions and their contribution to the country's GDP.

The numerical and graphical data on RHDI of the Ukrainian regions given in the "State Strategy for Regional Development for the Period until 2020" are presented for 2011-2012 without the initial data of the Lugansk and Donetsk regions. However, as of August 2014, this could be carried out according to statistics from 2013. In addition, to improve the "type" of Ukraine according to the world dimension of the Human Development Index (HDI), 2012 data are presented according to the results of 2013 (the year of the Second Mайдan) because Ukraine in the UN World Ranking showed a decrease in the ranking by 5 positions (from 78 to 83 places).

The cynical populism, dormancy, and primitiveness of the thinking of ex-Prime Minister of Ukraine V. Groysman can be considered the government decision of 2017 to plan Ukraine to enter the HDI in the 50 best countries of the world in 2020 against 88 places in 2017 (Government Order of 03.04.2017 No. 275-r). That is, in 3 years, it was necessary to "defeat" 38 places – from 88 to 50 – about 13 positions each year. This is bureaucratic insanity!

The anti-terrorist operation (ATO) against the population of Luhansk and Donetsk people's republics of the Ukrainian Donbass, which were established on May 12 and 24, 2014, was launched on the eve of the early elections of Petro Poroshenko on May 25, 2014 to the position of President of Ukraine. It seems that the anti-terrorist operation was launched in order to prevent the population of the Ukrainian Donbass from holding early elections of the President of Ukraine.

Under the auspices of the secret Decree № 405/2014, a civil-armed conflict between the Regions and the Center was organized, and then the Financial Fund of many partners was created to eliminate its consequences. The oligarchs and big business of the Liberal Democrats of the United States, leading members of the

European Union, Russia and Ukraine have shown themselves to be components of international terrorism against the people of their countries. This arose from the nature of profit and violence through the use of the Anglo-Saxon model of an open market economy.

Military conflicts begin rich as a system of defense of their interests, sending to the death of the children of ordinary people; civil and interstate wars are taking place in all countries of the world as a business on blood. It's just awful!

The impetus for the Center's civil-military conflict with the authorities and the population of the Ukrainian Donbass (February-March 2014) was the natural rejection by the national mentality of dishonest enrichment of those involved in the government and deliberate disregard for social justice and administrative responsibility for corruption. Accelerated and forced (contrary to evolutionary) Ukrainization of the Russian-speaking population, its material impoverishment and humiliation of human dignity and the destruction of the historical past became the moral and spiritual basis of the Regions' protest against the Center (Kiev). The center, having adopted the paradigm of cunning, presents the world community with this conflict as a war with Russia-aggressor.

The Center neglected the opportunity to hold a dialogue with the initiators of the people's republics and residents of the regions during April-May 2014. It was necessary to urgently discuss and outline the development of Regional Human Development Programs of Luhansk and Donetsk regions and their implementation within the budget federalism of the unitary state. Methodological support for the implementation of these intentions was developed in 2011 by the National Academy of Financial Management and the Ukrainian University of Finance and International Trade, and the procedure for developing Regional Human Development Programs was contained in the Scientific and Practical Commentary to the Budget Code of Ukraine.

The people's exit from depression and the state from degradation are seen in the implementation of a human-centric approach to organizing the Regions and the Center's systemic interaction. The draft State Strategy for Regional Development for 2021-2027 has already been developed under the slogan "Human-centred development and unity." This slogan was the first of the 3 components of the goal of the strategic direction of the State regional policy for the period until 2020 but was never implemented.

The main areas of research on the Center and the Regions strategy of Ukraine were:

- consideration of the organization of interaction between the Center and the Regions in the development of State and regional development strategies;
- identification of regional human development trends in administrative areas using *national measurement* techniques;
- assessment of the prerequisites for the formation of budgetary federalism of the unitary state;

– revealing the possibilities of using the harmonious proportions of the "Golden Section" to achieve the balance of state and local budgets in the Consolidated Budget of Ukraine.

According to the main directions of the study, the main goal was to identify organizational shortcomings and managerial shortcomings in the strategy of the Center and the Regions for the periods until 2015, 2020, and 2027 and substantiate recommendations and proposals for their elimination in the context of ensuring national security of the state.

Setting the problem of strategy and new management of system interaction of the Center and Regions. It is appropriate to justify the new management of the system interaction of the Center and the Regions from the point of view of revising the open market economy model in Ukraine by introducing the doctrine of 3 "S": social forecasting, social planning, and social management.

The term "Social Planning" was first used by Franklin Delano Roosevelt when justifying the ways in which the United States left the Great Depression. Subsequently, in American sociology, this concept was analyzed in close connection with the forms and methods of implementing social policy and ensuring social protection of the population [16].

After World War II, in the developed west countries, social planning began to be used already as an instrument of state regulation of socio-economic development and planned systemic formation. First in France, which developed the first five-year plan for 1947-1953 (Monnet Plan), and then in Holland, Great Britain, Germany, Italy, Japan, and elsewhere in the world [17].

Independent Ukraine, on the contrary, has abandoned its own 60-year experience of centralized planned management of the national economy. Almost all scientists and specialists in planned economics believed that the plan was a law for mandatory execution, and it was necessary to bear both social and administrative responsibility for errors in planning.

At various stages of the United States' formation as a world leader in the freedom and prosperity of the American people, such a form of capitalism as popular, and overtime - as inclusive, has acquired relevance. The United States' domestic experience is also becoming useful for Ukraine, especially when considering the principles of systemic interaction between the Center and the Regions in the context of the introduction of budgetary federalism of the unitary state.

In the mid-1950s, "popular capitalism," as a successful American economic system, was approved by US President Dwight Eisenhower as a propaganda advertisement for achievements during the Cold War. The US News Agency used it at fairs, reflecting the United States as a classless society of prosperous American workers, unlike the "slaves" of the USSR and China.

One of the varieties of a popular capitalism was recognized as the Employee Stock Ownership Plan (ESOP) in their own enterprises, which was widely used

in the UK under Margaret Thatcher. But when implementing the Transport Act in 1985, which aimed to deregulate and privatize municipal enterprises, their shareholders lost shares in the processes of their mergers and acquisitions [18].

At the same time, the features of the European model of financial participation of employees of enterprises (participation in profits; share of ownership of the enterprise; ownership of shares) are advisable to use to correct the current Anglo-Saxon model of the open market model in Ukraine.

In 2005-2006, the Ukraine Government decided to localize the Millennium Development Goals (MDGs) for the period until 2015 as pilot projects for the Ukrainian Donbas as part of the Lugansk and Donetsk regions and the Lviv region.

The pilot projects were designed to adapt 15 national targets and 33 strategic indicators of the 7 MDGs [19]:

- 1) overcoming poverty (3 tasks and 5 indicators);
- 2) ensuring quality education during life (2 tasks and 6 indicators);
- 3) ensuring gender equality (2 tasks and 4 indicators);
- 4) reduction of child mortality (1 task and 2 indicators);
- 5) improving maternal health (1 task and 2 indicators);
- 6) limiting the spread of HIV/AIDS and tuberculosis and starting trends towards their reduction (2 tasks and 6 indicators);
- 7) sustainable development of the environment (4 tasks and 8 indicators).

The achievement of the MDGs by 2015, both on pilot projects and Ukraine as a whole, was recognized as essential for consolidating the efforts of three components of society: government, business, and the public. But that didn't happen.

It should also be emphasized that it was not accidental to "Overcoming poverty" as one of the 7 national MDGs. If the bodies of national and regional authorities on the basis of socially adequate management ensured its phased achievement since 2003, then we assume that there were no grounds for the conflict in 2014 of the Center with the Ukrainian Donbas.

Again, among the national targets of the 17 Sustainable Development Goals (SDGs), as well as among the national targets of the 7 MDGs, the goal "Overcoming poverty" (3 targets and 5 indicators) has been defined in the first city of Ukraine. The situation in Ukraine requires maintaining a targeted orientation of human development in the transition from the implementation of the MDGs for the period up to 2015 to the achievement of the CSR for the period up to 2030 [20].

Thanks to the implementation of the pilot project "Lviv Region-MDGs," in the Regional Development Strategy for the period 2020, updated in 2014-2015, and in the Action Plan for its implementation for 2016-2018, Program 2 "Quality of Life" appeared, which included

18 strategic indicators of sustainable human development. In addition, according to the Act of 8 September 2005 on the promotion of regional development (which entered into force on 1 January 2006), the Lviv ODA and the Regional Council concluded an agreement with the Cabinet of Ministers on the implementation of the Action Plan in accordance with State priorities for the development of the region.

Unfortunately, this did not happen in the Ukrainian Donbas. The pilot projects' objectives, "Luganshchina-MDGs" and "Donetchina-MDGs," were not envisaged either in the Programs and Budgets of socio-economic development Lugansk and Donetsk regions or in the national plan and the state budget for 2006-2010 years.

The government could not organize the generalization and dissemination of the Lviv region's positive experience to the Lugansk and the Donetsk regions and the rest of Ukraine.

In 2007, on the eve of the global financial crisis of 2008-2009, the initiator of the creation of the Economic Council of the Cabinet of Ukraine (vice-chairman) and the State Duma of Ukraine (chairman of Economic board) Dr. Econ. Sci., professor, the correspondent member NAS of Ukraine Oleksandr Sergijovych Jemeljanov justified the increase in the role of the state in the development of the economy, considering it appropriate:

– regulate the State Program of Economic and Social Development of Ukraine by the highest State decision as a plan of action of government structures at the functional, sectoral, and regional levels to involve market economy entities in the implementation of national goals declared by the President of Ukraine;

– such a program should contain planned guidelines and tasks for the formation of macroeconomic indicators, basic generalized and synthesizing indicators, as well as participation in their formation of industries and regions;

– to oblige ministries, departments, and regional administrations to develop annually, on the basis of the priorities and tasks of the State Program, its relevant sectoral and regional sections.

When developing the State Program, its sectoral and regional sections, it is necessary, in his opinion, to provide, first of all, for the provision of priority areas of development with sources and volumes of financing, appropriate labor resources, and when implementing it – to attract private enterprises and investors.

Oleksandr Sergijovych Jemeljanov proposed the creation of branch divisions in the Ministry of Economic Development of Ukraine and its research institutes, entrusting them with forecasting and analytical work and the formation of tasks for branch divisions of the program as the basis for the formation of state orders.

Jemeljanov realized that some officials and their supporters would take a position on strengthening the role of the state in the development of the economy extremely negatively. Some – due to illiteracy and fetish market slogans, others – under various consultants and their chefs' dictation. The main argument at the same

time, all as one, will put forward the thesis that there is a "return," "restoration" of the planned economy. Therefore, at the end, he emphasized: *"Dear colleagues! Do not be afraid of the market, and therefore do not be afraid of public administration"* [21, p. 59].

Memoirs and analytical memoirs of Oleksandr Jemeljanov in 2012 are given still big relevance after acceptance 03.11.2011 by the Verkhovna Rada of Ukraine in the first reading of bill No. 9407 "About the state strategic planning." For the adoption of the corresponding decision, 249 people's deputies voted out of the minimum necessary 226. But the final version of the law has not been adopted to this day.

State regulation of regional human development in Ukraine is made possible by the existing possibilities of using RHDI as a criterion for the effectiveness of State socio-economic, investment, regional and environmental policies. This will ensure the achievement of uniform social standards and norms of the Ukrainian people's lives throughout the territory of a sovereign and independent state.

Organization of development for 3-5 and 10-year terms (with variable base) The National and Regional Human Development Programs will become an organic component of socially adequate management of coordination of medium-term priority action plans and medium-term state and local budgets with the tasks of the State and Regional Development Strategies for 2021-2027 and 2024-2030 years, as well as Action Plans for their implementation in 2021-2023, 2024-2027 and 2028-2030 years.

The National Human Development Programme proposes to include nationwide targeted programs and investment projects adopted in the Socio-Economic Development Programmes since 2001 (in terms of status and levels of underfunding) and those scheduled to be implemented by 2027 and 2030. These programs and projects should become systemically important in shaping the pre-centrality of the economies of the regions to the national economy.

The Ukrainian oligarchs can carry out financing of the National Human Development Program (in speech E. Macron lovingly called them "champions" of business) and large international and domestic business on the principles of social partnership with the state using social bonds (significant experience accumulated in the UK).

Regional human development programs are recommended under sub programs that adequately define six RHDI measurement segments using 33 indicator indicators based on 33 indicators since 2004 [22]:

- 1) "Population reproduction" (5 indicators, 4 development stimulants, 1 dissimulator);
- 2) "Social environment" (6 indicators – dissimulators of development);
- 3) "Comfortable life" (6 indicators – development stimulants);
- 4) "Well-being" (5 indicators, 4 development stimulants, 1 destimulator);

5) "Decent work" (6 indicators, 3 development stimulants, 3 development dissimulators);

6) "Education" (5 indicators of development stimulants).

The strategic priorities of the socio-economic development of the state and regions under the slogan "Systematic human development to Ukrainians" can be determined based on the analysis of the trends of the components of the HDI and RHDI for the period from 1999 and from 2004, their forecast and design values as strategic indicators for the period up to 2027 and social visions by experts for the period up to 2030.

The justification of strategic and operational goals, targets, and indicators of socio-economic development will be carried out by determining the level of HDI and RHDI desired by social standards. As a result, the State Strategy and National Priority Action Plans, Regional Strategies, and Action Plans for their implementation up to 2027 and 2030 will be based on sustainable human development. It will be based on the inalienable human rights to life and full development in economic, social, and environmental dimensions.

Of course, this will be done in accordance with social standards and norms, analogs and standards in the European Union member countries, and the expected prediction of the dynamics of their components within the corresponding material and financial resources (from the point of view of reducing the negative dynamics and level of 11 indicators-dissimulators of human development and increasing the positive dynamics and level of 22 indicators of stimulants of human development).

On the basis of the human-centric approach of the future State, it is advisable to envisage the development of a State strategy for balanced socio-economic development of Ukraine and a national plan of action to achieve the objectives of the Sustainable Development Goals for the periods up to 2027 and 2030.

The focus on the human-centric approach will ensure the finalization and implementation of the State strategy of national reforms on the main components of human development – education, health care, social assistance, and protection of the population, which will help accelerate the establishment and development of peace in the eastern regions of Ukraine.

Based on the briefly considered characteristics and directions of solving the problem on the subject and object of analytical research, he plans to substantiate the possibilities and advisability of using the Methodology for Measuring Regional Human Development of 2012 for strategic planning of human development in the regions of Ukraine in line with the adapted national goals for achieving the Sustainable Development Goals for the period up to 2030.

The achievement of the stated plan will contribute to the definition of measures to clarify the corruption model of the Ukrainian version of the Anglo-Saxon variant of a market economy to the model of a socially-oriented market economy in accordance with the provi-

sions of the Declaration on State Sovereignty of Ukraine (1990) and the Constitution of Ukraine (1996) following the example of the People's Republic of China and Sweden, which built market socialism and became part of the developed countries of the world.

On the contrary, Ukraine, having proclaimed the way to build a socially-oriented market economy, actually went along the liberal-capitalist path, which led to the social stratification of the population, and in the Ukrainian Donbas - to social expansion (demarcation of population groups with unequal opportunities); social mimicry (concealment for the survival of a true system of value orientations and true intentions); social polarization (high level of economic and social inequality) [16, p. 340, 341, 343].

The problems of strategic management of the Center and Regions of Ukraine are the absence of the Planned Code of Ukraine along with Budget and Tax. The planning code should be based on the provisions of Socio-adequate management and include regulations for the development of development strategies: long-term (for 21-28 years); promising (for 14-21 years); medium-term (7-14 years); short-term (3-7 years).

The action plans for the implementation of the Development Strategies will consist of phases in 3 and 4 years.

The Planning Code of Ukraine should also include regulations for the development of annual Messages of the President of Ukraine to the Verkhovna Rada in accordance with the Program of the President for 5 years. The same goes for the Government's Action Plan and its Reports to the Verkhovna Rada of Ukraine as a parliamentary-presidential republic.

The Planning Code of Ukraine will determine the rights and responsibilities of the Central and Regional Executive Bodies and persons for the validity and non-implementation of state decisions on their completeness and time. It is also necessary to develop Methodological Support, supported by legal norms in the context of social, administrative, and criminal responsibility for the preparation and implementation of state decisions.

Socio-adequate management, according to the encyclopedia, is a highly effective model of management that is oriented towards the future, adapted to function in a specific social system with maximum use of its socio-economic and psycho-cultural potentials, and serves as an instrument for harmonizing the management efforts of national and regional authorities [16].

Such a model directs management influences mainly to self-organizational processes, at all levels of management correlates with the most important mental characteristics of society and its regional components.

The adequacy of social governance should be assessed at the national level according to the following main criteria [16]:

- the ability of the management system to strike and maintain a balance between the dominant goals of society and the ways in which they are achieved;
- an open social structure;

- adequacy of management of national character;
- the ability to create a social and economic order that ensures the normal existence of a social organism;
- conformity of the management methods used with the main mechanism for the realization of power relations;

- constructively of influence on social stratification processes.

At the regional level, management will be considered socially adequate if it is capable of [16]:

- to resolve the contradictions between best market management practices and outdated management mechanisms in the territory under its jurisdiction;

- ensure the objectivity, completeness and speed of circulating information between different levels of government and regulation;

- rational organization of the management apparatus and management work;

- inclusion of social demands and views in management decision-making and implementation processes;

- ensure professional competence, and responsibility of managers in social dialogues.

Socially adequate management can be effective only if it is adequate for the goals and objectives of social development and social theory and practice of Ukraine. Strategizing the interaction of the Center and the Regions as a single organic, dynamic and integral system based on the harmonious proportions of the "Golden Ratio" in the balance of state and local parts of the consolidated budget, will provide a goodness image of a free independent republic – crown Ukraine.

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Столяров В. Ф., Шинкарук О. В., Столярова В. В. Системна взаємодія Центру і Регіонів України (основи національно-цивілізаційної безпеки)

У статті поставлена і вирішена проблема досягнення узгодженої взаємодії Центру і Регіонів як єдиної, органічної і динамічної системи суверенної самостійної держави. Розглянуті сучасні підходи ліберальних і планових принципів виходу з чиновницько-корупційного свавілля та термінова реанімація з інтенсивним відродженням господарської та життєвої діяльності України, яка цілеспрямовано руйнується під зовнішнім впливом.

Розкрито основні положення доповіді Президента Франції Еммануеля Макрона в серпні 2019 року щодо Великого перелому у Європейських і світових цивілізаційних процесах. Представлено основні ідеї і напрями Плану Великого Перезавантаження та здійснення четвертої промислової революції червня 2020 року Давоського Всесвітнього Економічного Форуму.

Наведена змістовна хронологія формування організаційного механізму впровадження інклюзивного капіталізму, його керівного і кадрового забезпечення. Розглянуто рівнозначність принципів гомеостазу економічних і біологічних систем шляхом зіставлення відновлення живучості світової мережевої економіки і морських біологічних систем (на прикладі спрута-вампіра).

Узагальнено ознаки міжнародного та державного тероризму в Україні. Обґрунтовано необхідність зміни англосаксонської моделі ринкової економіки відкритого типу на соціально-орієнтовану з використанням доктрини трьох "С": соціальне прогнозування, соціальне планування і соціальне управління. Запропоновано використати досвід США і Великобританії стосовно соціального планування і європейської фінансової моделі народного капіталізму.

На основі пропозицій О. С. Ємельянова щодо підвищення ролі Центру у взаємодії з Регіонами рекомендується розробляти Національну і Регіональні програми людського розвитку. Пропонується розробити Плановий кодекс України на положеннях моделі соціально-адекватного менеджменту з енциклопедичними критеріями їх використання на національному та регіональних рівнях державного управління.

Ключові слова: менеджмент стратегування, ліберальна і планова економіка, народний і інклюзивний капіталізм, міжнародний та державний тероризм, бюджетний федералізм, регіональний людський розвиток, геополітична напруженість, спрут-вампір, гегемон свободи.

Stolyarov V., Shinkaryuk O., Stolyarova V. System Interaction of Center and Regions in Ukraine (Basics of National-Civilizational Security)

The article poses and solves the problem of achieving coordinated interaction between the Center and the Regions as a single, organic and dynamic system of a sovereign independent state. Modern approaches of liberal and planned principles of overcoming bureaucratic and corrupt arbitrariness and urgent resuscitation with intensive revival of economic and vital activity of Ukraine, which is purposefully destroyed under external influence, are considered.

The main provisions of the report of the President of France Emmanuel Macron in August 2019 on the Great Fracture in European and world civilization processes are revealed. The main ideas and directions of the Plan of the Great Reset and implementation of the fourth industrial revolution of June 2020 of the Davos World Economic Forum are presented.

A meaningful chronology of the formation of the organizational mechanism for the introduction of inclusive capitalism and its management and staffing is given. The equivalence of the principles of homeostasis of economic and biological systems is considered by comparing the restoration of the viability of the global network economy and marine biological systems (on the example of a vampire octopus).

Generalized signs of international and state terrorism in Ukraine. The necessity to change the Anglo-Saxon model of open market economy to socially oriented one using the doctrine of 3 "S": social forecasting, social planning and social management is substantiated. It is proposed to use the experience of the United States and Great Britain on social planning and the European financial model of people's capitalism.

Based on the proposals of Emelyanov O.S. to enhance the role of the Center in cooperation with the Regions, it is recommended to develop National and Regional Human Development Programs. It is proposed to develop a Planning Code of Ukraine based on the provisions of the model of socially adequate management with encyclopedic criteria for their use at the national and regional levels of government.

Keywords: strategic management, liberal and planned economy, people's and inclusive capitalism, international and state terrorism, budget federalism, regional human development, geopolitical tensions, octopus-vampire, hegemon of freedom.

Столяров В. Ф., Шинкарьук А. В., Столярова В. В. Системное взаимодействие Центра и Регионов Украины (основы национально-цивилизационной безопасности)

В статье поставлена и решена проблема достижения согласованного взаимодействия Центра и Регионов как единой, органической и динамической системы суверенного самостоятельного государства. Рассмотрены современные подходы либеральных и плановых принципов выхода из чиновничье-коррупционного произвола и срочная реанимация с интенсивным возрождением хозяйственной деятельности и человеческой жизни в Украине, которая целенаправленно разрушается под внешним воздействием.

Раскрыты основные положения доклада Президента Франции Эммануэля Макрона в августе 2019 года о Большом переломе в Европейских и мировых цивилизационных процессах. Представлены основные идеи и направления Плана Великой Перегрузки и осуществления четвертой промышленной революции Давосского Всемирного Экономического Форума (июнь, 2020).

Приведена содержательная хронология формирования организационного механизма внедрения инклюзивного капитализма и его руководящего и кадрового обеспечения. Рассмотрена равнозначность принципов гомеостаза экономических и биологических систем путем сопоставления восстановления живучести мировой сетевой экономики и морских биологических систем (на примере спрута-вампира).

Обобщены признаки международного и государственного терроризма в Украине. Обоснована необходимость изменения англосаксонской модели рыночной экономики открытого типа на социально-ориентированную с использованием доктрины трех "С": социальное прогнозирование, социальное планирование и социальное управление. Предложено использовать опыт США и Великобритании в отношении социального планирования и европейской финансовой модели народного капитализма.

На основе предложений О. С. Емельянова по повышению роли Центра во взаимодействии с Регионами рекомендуется разрабатывать Национальную и Региональные программы человеческого развития. Предлагается разработать Плановый кодекс Украины на положениях модели социально-адекватного менеджмента с энциклопедическими критериями их использования на национальном и региональных уровнях государственного управления.

Ключевые слова: менеджмент стратегирования, либеральная и плановая экономика, народный и инклюзивный капитализм, международный и государственный терроризм, бюджетный федерализм, региональное человеческое развитие, геополитическая напряженность, спрут-вампир, гегемон свободы.

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PERSPECTIVES FOR THE DEVELOPMENT OF THE ENVIRONMENTAL TAXATION SYSTEM: CONSOLIDATION, DIFFERENTIATION, EXPANSION OF THE TAX BASE

Introduction. The challenges of time require the search for new ways to solve the main task of the economy, which is to meet the unlimited and ever-growing needs of society in the face of physical limitations and exhaustion of the resource base. The problem is undergoing permanent transformations as a result of the development of scientific and technological progress, accompanied by the deterioration of the environmental situation due to air pollution, water, land resources, etc., as well as the depletion of non-renewable factors of natural origin.

One of such promising areas is the concept of "green" economy, based on the concept of "green" growth, i.e. stimulating sustainable development of the economic system based on the rational use of natural resources, ensuring their protection, restoration and preservation for future generations. The state should play a key role in achieving this goal. The solution of these tasks requires the development of a new strategy for the development of the economic system using effective and manageable levers of state regulation, budget and tax in particular.

Problems in the field of environment and ecology, their solution is the key to ensuring sustainable development of the economic system. The population of Planet Earth today is 7 billion people. Over the past 50 years, the population of Planet Earth has tripled. The vast majority (over 60%) live in cities, which are the main source of environmental pollution due to the saturation of industrial production, which generates harmful substances that are released into the air and water bodies. Also, people's lives are accompanied by the accumulation of household waste that needs to be disposed of and recycled. Thus, over the past 10 years, production volumes using nitrogen, phosphate and potassium fertilizers have increased 12 times, and primary energy consumption (electricity and heat). Energy production is associated with the conversion of energy resources of any origin (oil, coal) into thermal energy using special technical means that do not always meet environmental standards for emissions of pollutants into the air and water.

According to experts, by 2050 the world's population will increase by at least a third. Accordingly, we should expect an increase in demand for water and energy consumption, heat in particular. Accordingly, we should expect an increase in the burden on the ecologi-

cal system, its transformation, deterioration of the ecological situation, reduction of biodiversity, and even the extinction of certain species of animals and plants.

Analysis of recent research. The issues of payment for the use of natural resources, in particular, environmental taxes, identification, identification and classification of users and intensification of rational use of natural resources, the impact of environmental taxation on the environment, its structure and parameters are disclosed in G. Bell, O. H. Brownlee, R. E. Wagner, P. Richardson, A. Pigou and other classics of economic theory. A significant contribution to the study of environmental issues was made by prominent scientists M. I. Bublik, B. M. Danylyshyn, V. S. Mishchenko, S. V. Mochernyi, M. A. Hvesyk and others.

However, the unsatisfactory state of technogenic and ecological situation in Ukraine, which slows down the development of Ukraine's economic system, as well as the current economic situation in Ukraine due to the political crisis in eastern Ukraine determine the relevance of further research aimed at improving Ukraine's taxation in general and in the direction of its greening, including.

Examining the issues of stimulating sustainable development based on improving the use of nature, many researchers agree that among the main methods of administrative and market regulation of economic processes on an investment-innovation basis (development of regions in decentralization of public administration in Ukraine) include environmental taxes, payments for environmental pollution, payment for the use of environmental services, as an effective tool to stimulate the reduction of harmful emissions and focus on their environmental purpose [1-11].

Relevance and purpose. Ukraine's economic system needs structural changes in industrial production, including through the intensification of the introduction and use of low-waste technologies, as well as energy conservation and rational use of Ukraine's natural resource potential. "Green" growth should be one of the catalysts for intensification of investment activity in Ukraine and the introduction of innovative production technologies that will stimulate sustainable and stable development of Ukraine's economic system and the creation of new economic opportunities. In this context, the intensification of the use of all opportunities of the state to stimulate "green" growth, in particular, on the basis

of intensifying the use of tax instruments, including taxation of production and consumption of environmentally harmful goods, as well as expanding the responsibility of producers whose economic activities adversely affect the environment and public health. This allows us to formulate the purpose of the article, which is to study the prospects for the development of environmental taxation in the direction of creating organizational and legal conditions for intensifying the development of the concept of "green" growth in Ukraine.

Summary of the main material Environmental taxes are implemented and managed in order to create organizational and economic forms of management of environmentally hazardous activities of economic entities. The first attempts to introduce environmental taxation were observed at the beginning of the last century. Thus, Arthur Pigou noted that the manufacturer pollutes the environment as a result of efforts to maximize its profits. In this case, such an enterprise is not harmed by such activities. Pollution costs are transferred to other economic agents and society as a whole, which, at the physical level, is manifested through deteriorating living conditions, increased risks of disease and premature mortality, reduced productivity, etc. [12, p. 26].

In the 90s of the twentieth century. environmental tax reforms have begun in some highly developed European countries. Among the reasons for the slowdown in this area are the need to maintain free competition in industrial production and avoid excessive tax burden on energy-dependent sectors of the economy. At the beginning of the XXI century. In connection with the actualization of anti-carbon policy, the need for environmental tax reform was highlighted among the priorities of current economic policy, as taxation of the results of natural resources remains an incentive to ensure their rational use and reduce pollutant emissions into the environment (water, air etc.).

The slowdown in economic growth since the global economic crisis of 2008-2009, accompanied by

political instability in the East in Ukraine, complicates the state's task of reducing poverty, developing health care, education and other social components, and identifying sufficient financial resources for public capital investments. The global debt crisis and the COVID-19 pandemic in 2020 have further complicated the functioning of the global economic system. Jurisdictions with low per capita incomes and underdeveloped industrial production are particularly affected.

These negative trends have led to a change in the development of the global economic system. The virtual sector of the economy is growing faster. There is an active development of the IT sector, the debt instruments market, as well as the services sector. Accordingly, there is a retraining and transfer of qualified personnel to other economic activities due to the reduction of production, military-political conflicts, the environmental situation in particular. Such negative trends require authorized persons to develop and implement effective measures to stabilize the situation, including in the direction of welfare, development of high-tech industries based on reducing energy intensity of production and GDP, as well as reducing harmful emissions per unit of output.

The main task in developing the organizational and legal conditions for stimulating "green" growth is the rational transformation of natural resources into other forms of capital. The main activities to address this problem should be to increase labour productivity and competitiveness of Ukraine's economic system, taking into account the financing of national security, education and infrastructure development, promoting employment without harming the environment and its preservation for future generations.

Since the beginning of the third millennium, there has been GDP growth in almost all countries of the world, but in different amounts. The structure of world GDP in terms of regions and types of economic activity according to the World Bank are presented in Table 1.

Table 1

The structure of world GDP in terms of regions and types of economic activity according to the World Bank

	GDP		Agriculture		Industry		Manufacturing		Services	
	\$ billions		% of GDP							
	2010	2019	2010	2019	2010	2019	2010	2019	2010	2019
Ukraine	136.0	153.8	7	9	26	23	13	11	55.1	54.4
World	66,113.1	87,697.5	4	4	27	28	16	17	63.2	61.2
East Asia & Pacific	16,988.6	26,979.8	6	4	36	34	24	23	57.0	60.5
Europe & Central Asia	20,959.2	22,748.8	2	2	24	23	14	14	64.1	64.7
Latin America & Caribbean	5,348.2	5,719.3	5	5	29	23	14	12	55.8	60.6
Middle East & North Africa	2,766.8	3,701.4	5	4	46	42	14	14	47.2	51.2
North America	16,611.3	23,117.8	1	1	20	18	12	11	75.2	77.4
South Asia	2,060.8	3,598.0	18	16	29	25	16	14	46.6	50.7
Sub-Saharan Africa	1,380.7	1,755.0	17	15	28	27	10	11	50.4	50.9

Source: World Bank. 2020. Available to: <http://wdi.worldbank.org/table/4.2>.

According to the UN, the "green" economy is based on reducing carbon emissions, improving the efficiency of all types of resources, as well as forming a system of compliance with the interests of society as a whole [13], which provides environmentally sustainable economic development based on improving the quality of life. Many international experts believe that the "green" economy helps to improve the quality of life, reduce social inequality, reduce environmental risks, in particular, prevent the depletion of natural resources, promote their restoration and preservation for future generations.

At the national level, the "green" economy and "sustainable development" are considered as defining principles in the main strategic and policy documents that determine the basis for the development of national economic systems. And compliance with the principles of "green" economy is determined by an important component of international cooperation in all types of economic activity [14-18].

However, in the vast majority of cases, the use of economic instruments, environmental taxes in particular does not have a proper impact on the intensity and level of carbon emissions (in relation to GDP). There is a discrepancy between the parameters of environmental taxation and the amount of damage to the environment, including in terms of financial support for the costs of its preservation and restoration. A small part of the funds accumulated in the budget system from the collection of environmental taxes is used for environmental purposes.

In theory, it is noted that the economic instruments of environmental policy (primarily, such as environ-

mental taxes and fees) are designed to stimulate the re-orientation of producers (consumers) to production (consumption) for less harmful goods. This will contribute to the expansion of waste recycling based on the introduction in Ukraine of taxes (fees) on environmentally harmful products, taking into account the investment criterion (normalization of operating, investment and other costs). At the same time, there are such groups of goods as packaging, electrical and electronic equipment, tires, oils, etc., which as a result of wear and loss of consumer properties are converted into waste [19].

In order to reduce emissions, discharges and waste generation, or the impact of physical and biological factors on recipients, some authors justify the introduction of technogenic insurance and recycling fees [20]. Others, linking the improvement of environmental taxation with the strengthening of investment potential for the reproduction of natural resources, propose to increase the rates of environmental taxes and penalties for pollutant discharges, to introduce special coefficients of regulation of existing regulations [21].

Environmental taxes perform two main tasks: replenishment of the state treasury (mobilization of budget revenues) and ensuring the protection and reproduction of natural resource potential, based on the targeted use of funds accumulated in the budget system to finance state environmental programs.

In the scientific literature on taxation, common features and differences between taxes and usage fees are considered. A comparison of individual characteristics of the tax and usage fee, which is proposed by the authors of this publication, is presented in Table 2.

Table 2

Comparison of individual characteristics of the tax and usage fees

Specifications	Tax	Usage fee
1	2	3
Formation	Occurs as a result of economic activity in a particular jurisdiction	Voluntary and mandatory. Collected as a result of the use of specific goods (services), arises in the case of a certain type of activity (payment for public services (state duty, patenting, issuance of special certificates, etc.), the use of natural resources
The purpose of implementation	Mobilization of state budget revenues	Rational distribution between competing entities based on the establishment of value and special conditions of access to the use of certain types of public goods, natural resources in particular. Optimization of the offer of socially useful goods (services)
Using	There is no target funding link	Targeted use to finance certain government programs. Distribution of public services through a pricing mechanism that promotes their rational and efficient use by creating conditions to restrict access to them for inefficient users on the basis of their payment, ultimately increasing the economic efficiency of such services and compensating for externalities (e.g. in case of private failure) sector for the provision of certain types of public services, such as environmental protection, law enforcement, copyright protection, etc.)
Types	Direct (taxable income, income, property) and indirect (markup on sales price: VAT, excise, duties)	Fees from users or fees for consumed services that benefit the consumer (lease of property, fees for the use of highways, use of natural resources, permits and licenses); Regulatory fees (state duty, court fees, patents for inventions and copyright registration, attorney's, auditor's licenses, etc., certification and standardization of goods (works, services)

1	2	3
The economic essence	Ensuring the optimal proportion of distribution of income (profits), value added and other monetary characteristics of economic activity between taxpayers and the state, sufficient to maintain the economic feasibility of continuing a certain type of economic activity and financial support of state functions at all levels of government	Compensation for the cost of marginal costs of production and sale of certain types of goods (services) that are not produced by the private sector. Guided by the increase in economic efficiency, the fee for services may exceed or be lower than the marginal cost of their production and sale
Tax Payer	Persons (legal or natural) who are obliged to pay taxes, fees and perform other obligations related to such payment (for example, filing a tax return)	The user is defined as an economic agent who is responsible for reducing the cost, damage, depletion of a particular product (service)

Source: developed by the author on the basis of works [22-23].

In the developed countries of the world there is a tendency to expand the use of environmental taxes. The impact of environmental taxes is due to changes in relative prices for the sale of goods (services), production (extraction), circulation and consumption of which harms the environment. First of all, it is energy (natural gas, oil, coal), as well as the use of other natural resources (subsoil, land, forest, air, etc.).

The state, on the basis of ownership of natural resources and fiscal sovereignty in order to solve environmental problems uses a variety of tools, environmental taxes, among the advantages of which are the lack of need for additional administrative and permitting structures that require additional funding. That is, the administrative costs of reducing environmental risks are reduced with the simultaneous accumulation of certain amounts of financial resources that can be used to finance environmental measures.

In addition, environmental taxes allow a more accurate assessment of changes in relative prices in the economy and the extent of damage to the environment. Derivatives for their calculation are physical quantities (engine capacity, change in the proportions of the chemical composition of individual elements of the environment, such as the level of CO₂, etc.). The list of basic environmental taxes and their characteristics are presented in Table 3.

Table 3

List of basic environmental taxes and their characteristics

Name	Characteristic
Pigou's taxes	Taxes with fixed rates set per unit of pollutant emissions or per unit of damage
Indirect environmental taxes	Taxes with ad valorem (as a percentage of value) rates set per unit of pollutant emissions or per unit of damage
Taxes that have an unpredictable impact on the environment	Excise duties (on cars and fuel), in some cases, special import and export duties) affect the consumption of "environmentally dirty" products by reducing the consumption of goods whose production (use) is harmful to the environment
Target taxes	Its are installed in order to mobilize additional resources in the state treasury for their further use in environmental and other measures, environmental in particular

Source: developed by the author on the basis of works: Vollebergh H. (2012). Environmental taxes and green growth: Exploring possibilities within energy and climate policy, PBL Netherlands Environmental Assessment Agency, The Hague.; Fullerton D., Leicester A. and Smith S. (2010). "Environmental Taxes", in J. Mirrlees et al. (eds.), Dimensions of Tax Design: the Mirrlees Review, Oxford University Press, Available at: www.ifs.org.uk/mirrleesreview/dimensions/ch5.pdf; Hill J., Hislop H. and Bégin A.-E. (2008). Good product, bad product? Making the case for product levies. Green Alliance, February 2008.; Hogg D. et al. (2014). Study on Environmental Fiscal Reform Potential in 12 EU Member States, Final Report to DG Environment of the European Commission, Eunomia Research and Consulting and Aarhus University. Available at: http://ec.europa.eu/environment/integration/green_semester/pdf/EFR-Final%20Report.pdf; Kaffine D. and O'Reilly P. (2013). What Have We Learned About Extended Producer Responsibility in the Past Decade? A Survey of the Recent EPR Economic Literature, mimeo, 24 May 2013.

The main problem in determining the parameters of environmental taxes is the assessment and measurement (spatial, temporal, physical, in monetary terms, etc.) of environmental damage: air emissions, water

bodies, etc., as well as the distribution of the tax burden between producers of products subject to environmental taxation and its consumers. After all, it is difficult to assess the consequences of environmental damage even

the year after it is caused. At the same time, in the case of the introduction of an additional tax burden on the production, circulation and consumption of certain types of products, producers will try as much as possible to transfer it to consumers in the sale price of manufactured products.

Accumulation of revenues from the collection of environmental taxes and their rational distribution in the system of budgetary regulation creates additional opportunities for the development of environmentally hazardous methods of material production for all types of economic activity. However, at the present stage of development in many countries around the world, in Ukraine, including Environmental taxes do not yet play a significant role in the system of instruments of state regulation, both in terms of incentives and financial support for government environmental programs.

With the adoption of the Tax Code [24] in the field of state regulation of environmental issues in Ukraine there have been positive changes. From January 1, 2011 the fee for environmental pollution has been replaced. The Final Provisions of the Tax Code provide for the authority of the Cabinet of Ministers of Ukraine to annually revise the maximum amount of environmental tax rates taking into account the inflation index [25].

Conclusions. The study allows us to draw the following conclusions:

1. Among the defining conditions of administrative and market regulation of economic processes on the basis of investment and innovation are environmental issues, the leading role in which is given to environmental taxation. The main difficulty in determining the main parameters (list, rates, exclusions) of environmental taxes is the assessment and measurement (spatial, temporal, physical, in monetary terms, etc.) of environmental damage in the form of air emissions, reservoirs, etc., as well as the distribution of tax burden between producer's subject to environmental taxation and its consumers.

2. Based on the results of the analysis of the theory of environmental taxation, the author's scheme of comparing the main characteristics of the tax and the fee for use, including natural resources, is proposed. Among the main differences is that the tax is compulsory, while the usage fee is voluntary. There are also a number of discrepancies between the economic nature of the tax and the usage fee, including the link between certain payments and the financing of government programs, identification of payers, and so on.

3. Among the promising areas of further research in the field of environmental taxation should identify developments aimed at improving the efficiency of state regulation of production and circulation of all excisable goods, motor fuel, motor transport and alcohol in particular, and analyze the feasibility of deeper differentiation of taxation parameters, calculation mechanism tax liabilities (ad valorem, fixed or combined rates, exclusions, etc.), features of the customs regime for excisable products, as well as expanding the list of goods, produc-

tion (consumption) of which is subject to excise and environmental taxes.

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Островецкий В. І. Перспективи розвитку системи екологічного оподаткування: консолідація, диференціація, розширення бази оподаткування

У статті на основі аналізу динаміки та структури макроекономічних пропорцій, а також методів державного регулювання ринкових відносин наголошується на необхідності дотримання концепції «зеленого» зростання, в тому числі шляхом розробки та консолідації екологічного оподаткування. Серед ключових векторів діяльності у цьому напрямі пропонується поглиблювати диференціацію параметрів екологічного оподаткування та розширювати базу оподаткування (розширення переліку товарів, виробництво (споживання) яких підлягає екологічному оподаткуванню).

Ключові слова: «зелена» економіка, «зелене» зростання оподаткування, екологія, екологічний податок, акциз.

Ostrovetsky V. Perspectives for the Development of the Environmental Taxation System: Consolidation, Differentiation, Expansion of the Tax Base

The current economic situation in Ukraine, which is exacerbated by several global issues, such as the political

crisis in eastern Ukraine and the spread of COVID-19, requires continuous improvement and development of new environmental instruments to be developed based on balancing state and society as well as preserving the country's natural resource potential for future generations. The system of environmental protection instruments must ensure the efficient functioning of the economic system and not create an excessive burden.

Economic instruments: taxes, licenses, quotas, fees, special permits, are gradually replacing the command-administrative methods of environmental management, the system of which was built based on special subsidies, the use of which justified itself in centralized management of the economy in Soviet times. However, in the conditions of the development of market relations, which are based on the principles of democracy, entrepreneurship, development of various forms of ownership, the system of subsidies proved to be ineffective. To replace it began to develop a system of economic incentives for environmental protection, the main elements of which are accessible to the object of use (license, permit), as well as a special fee, tax, the parameters of which are set depending on the scale of damage (pollution) in absolute values or as a percentage of the cost of production.

Among the main tools for regulating the environmental aspects of industrial production, first of all, are those that regulate the supply and demand for goods (services), the production and sale of which harms consumers and the environment.

Based on the analysis of the dynamics and structure of the main macroeconomic proportions, as well as methods of state regulation of market relations, the article emphasizes the need to adhere to the concept of "green" growth, including through the development and consolidation of environmental taxation. Among the areas of activity in this area, it is proposed to deepen the differentiation of environmental taxation parameters and expand the tax base (expansion of the list of goods, production (consumption) of which is subject to environmental taxation).

Keywords: "green" economy, "green" growth of taxation, ecology, ecological tax, excise tax.

Островецкий В. И. Перспективы развития системы экологического налогообложения: консолидация, дифференциация, расширение базы налогообложения

В статье на основе анализа динамики и структуры макроекономических пропорций, а также методов государственного регулирования рыночных отношений подчеркивается необходимость соблюдения концепции «зеленого» роста, в том числе путем разработки и консолидации экологического налогообложения. Среди ключевых векторов деятельности в этом направлении предлагается углублять дифференциацию параметров экологического налогообложения и расширять базу (расширение перечня товаров, производство (потребление) которых подлежит экологическому налогообложению).

Ключевые слова: «зеленая» экономика, «зеленый» рост налогообложения, экология, экологический налог, акциз.

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MODERN APPROACH TO FORMATION OF THE BANKING SECTOR DEVELOPMENT TRAJECTORY

Problem statement. The development of the country's banking sector is the basis for the stable functioning of the economy, especially with the capital deficit and variable growth rates, which is typical for Ukraine. The need of the banking sector development is due to the fact that it is the banks as financial intermediaries that create the preconditions for financing the activities of economic entities in various industries and spheres. In addition, the banking system as the most integrated component of the national economy in the world economy provides positive and negative externalities for business and society in the process of achieving financial stability and banking security.

Liberalization of foreign banks' access to the financial market of Ukraine, on the one hand, made it possible to obtain external financial resources and attract foreign capital; on the other hand, it increased competition in the national market of banking services. A situation has arisen in which foreign banks are actively using internalization tools as competitive advantages in the Ukrainian market, while banks with domestic capital are faced with the need to compete with more financially powerful foreign banks. In these conditions, the problem of the Ukraine banking sector development with regard to banks with domestic capital needs attention.

Recent research and publications analysis. The theoretical and practical aspects of the problems in the banking system development are highlighted in the works of many scientists and practitioners. Scientists have paid attention to various aspects of the banking sector development. Western economists-theorists and practitioners have focused research on the problems of internationalization in the banking sector. Domestic scientists in the last decade have studied the development of the banking system depending on certain conditions: globalization – O. Dziubliuk (2012); transformational – H. Chepeliuk and N. Pantieliieva (2016), U. Nikonenko and O. Kopyliuk (2011); crisis – V. Heiets (2012), S. Naumenkova (2009), M. Savluk (2017); competition with foreign capital – H. Karcheva (2016). In the works, a predominantly retrospective analysis is carried out, problems and factors restraining the development of the banking system are considered. However, it is important to determine both the trajectory of further development of the national banking sector and the factors that contribute to it.

Formulation of research. The purpose of the article is to develop an approach to formation the

trajectory of the banking sector effective development with an emphasis on banks with domestic capital.

Research findings. To form a trajectory for the effective development of the banking sector, it is important to develop an approach for determining of the factors and calculating their impact on the direction of such a trajectory.

The most significant factors are considered in scientific works. Factors are assessed as negative and positive. O. Dziubliuk studies globalization as a factor influencing the development of the domestic banking system [1]. In particular, those that have a decisive impact include deregulation and liberalization of international capital movement, the development of latest technologies, the gradual blurring of boundaries between the various financial functions of credit institutions. D. Prokopowicz notes that the development of the banking system in Poland is determined by the social and economic determinants of the economic globalization process [2]. In recent studies by foreign scientists, attention is mainly focused on the factors of Internet banking development [3].

Recognizing the importance of stability and security of the banking sector development, scientists investigate the factors that provide them. Among the factors of banking security, O. Baranovskyi identifies two groups that characterize material and financial support, namely the size of capital, the progress of technological innovations, the possibility of lending in foreign and domestic markets, etc. The scientist also draws attention to the excessive regulation of banking activity [4]. T. Vasyliieva, L. Sysoieva and A. Vysochyna investigated the factors that ensure the stability of the Ukraine banking system, the assessment of which makes it possible to establish the origin of the determinants of its violation [5]. The analysis of destructive factors of the Ukraine banking sector development is presented in the works of S. Chernychko with colleagues [6], O. Zolotarova and V. Halahanov [7], and others.

We agree with scientists who divide factors into external and internal. At the same time, in our opinion, external factors should be considered both at the supranational level and at the national level. As factors of the supranational level, one should single out those that are associated with globalization and integration, and above all, the crisis phenomena in the world economy and financial system, the liberalization of the movement of capital. Crisis phenomena in the national economy, the

banking sector, the conditions of competitive internalization, in which banks with domestic capital operate [8], are derived factors from globalization and integration.

External factors at the national level mostly have a negative impact on the development of the banking sector. Political and economic instability in the country, openness of the economy and its sectors, crises in the national economy, low level of its financial stability and security, high level of the economy dollarization, high inflation, periodic devaluation of the national currency and others are external factors at the national level. It should be noted that certain external factors of the national level depend on supranational ones, and internal factors depend on national ones.

Internal factors have been determined on the basis of the state and trends analysis of the banking sector main indicators [9]. Given the persistent trend of dangerous levels of competitive internalization for banks with domestic capital in the presence of foreign capital, it is necessary to introduce factors that will contribute to the formation of such conditions for banking activities in which the banking sector will develop at the expense of domestic banks.

Internal factors are grouped into those that have a positive and negative impact on the development of the banking sector (Fig. 1). The most significant and inter-related factors are described below.

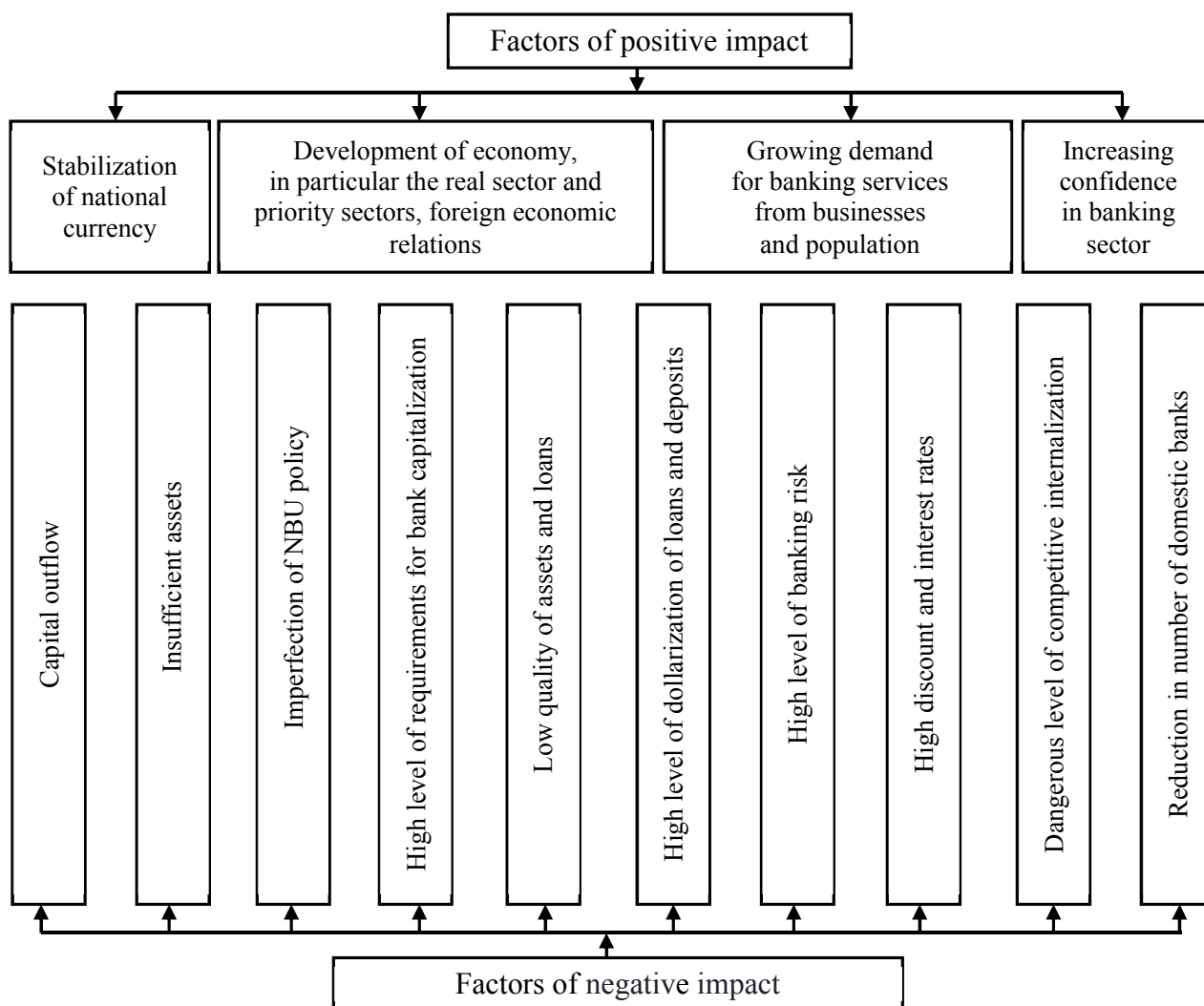


Fig. 1. Factors of positive and negative impact on the development of the Ukraine banking sector

The high level of the economy dollarization is due to its openness and participation of economic entities in world economic relations. Domestic banks respond to this factor by appropriate dollarization of loans and deposits to serve customer needs. The dollarization of loans and deposits determines the possibility of increasing both income and risk. The dollarization is inherent

in countries with unstable economies, and therefore is a periodic phenomenon from a historical point of view. Inflation in the country's domestic market precedes the dollarization process. A decrease in inflation, sustainable development of the economy, and its restructuring from raw materials to commodities with high added value are factors that will contribute to optimizing the

dollar dependence of the banking sector and the economy as a whole.

Political instability and crisis phenomena are the determinants of currency devaluation and loss of the banking sector's financial stability, and, consequently, the stability of the financial system and the national economy.

To improve the financial stability of the banking sector, it is proposed to expand the object of the mandatory audit of financial statements results in banking institutions. The audit report is provided annually by the bank to the NBU. It is proposed to include indicators of financial stability in the list of verification objects in accordance with the NBU methodical guidelines, which is coordinated with the IMF methodology. This will increase the list of indicators and will allow developing a basis for substantiating the standards of international indicators, taking into account domestic experience. In addition, it will contribute to the development of the audit services market and, consequently, to the replenishment of the state budget [10]. Dissemination of transparent information on the NBU website will help increase confidence in the Ukrainian banking system.

The problem of increasing confidence in the banking system can be solved by introducing a legal framework to protect corporate deposits of legal entities. Protection of population deposits is carried out through the activities of the Fund for guaranteeing deposits of individuals. Upon liquidation of the bank, funds on deposits of individuals, including entrepreneurs, are reimbursed in the amount of up to ₴ 200 thousand. There is a discussion about increasing the amount. The accounts of legal entities are blocked from the day the procedure for withdrawing an insolvent bank from the market begins. Legal entities can only declare their claims to the bank to the Deposit Guarantee Fund. Such requirements will probably be satisfied in the order of priority established by law.

The need to increase the level of capitalization in the banking sector is due to its irrelevance to the needs of the economy. Requirements for the size of the bank authorized capital were established first by the Resolution of the NBU Board dated 06.08.2014 No. 464 «On bringing the authorized capital of banks in line with the minimum established size», and then by amendments dated 04.02.2016, No. 58. Due to these requirements, small banks with domestic capital left the market. The minimum authorized capital for a bank in the amount of at least ₴ 500 million is established by the Law of Ukraine «On Banks and Banking Activities». This actually prevents the full development of commercial banks with domestic capital. It should be noted that Resolution No. 58 establishes the same requirements for the size of the authorized and regulatory capital. Quite logical is the proposal of Ukrainian Banks Association to establish requirements specifically to the amount of regulatory capital and to reduce the minimum authorized capital to ₴ 200 thousand. In the EU, banks must have a minimum capital of € 5 million (about ₴ 150 million at the current

exchange rate). In addition, there is only one type of license for banks in Ukraine. The introduction of a «reduced» license and the establishment of requirements for a smaller amount of the authorized capital will contribute to the development of small business in the banking sector. The regional financial services market will develop due to cooperative banks.

The experience of the crisis years shows that small banks have a minimum amount of non-performing loans and are mostly profitable. Such domestic banking institutions, at the expense of regional clients, will increase confidence in the banking system and create an opportunity for financial inclusion for the population. Their activity will help to reduce the level of competitive internalization.

The resumption of lending is constrained by the high cost of financial resources, which depends on the NBU discount rate and the bank's risks. High bank interest rates are justified by limited finances. However, there are other factors that contribute to the high cost of loans. These include inflation (its level of about 10% leads to an increase in the cost of credit by 2.5%), low profitability of business (enterprises with a profitability of more than 20% are credited) [11]. In capital investments, bank loans account for about 10%. Therefore, the pace of economic development at the expense of only own funds is very slow. Considering that the overall level of the economy profitability is estimated at 7%, the level of the NBU discount rate of 8% is reasonable and will contribute to the economy development [12].

Significant volumes of problem loans do not contribute to the resumption of lending. This requires a gradual increase in costs, and therefore more stringent conditions for hedging the risk of non-payment. To reduce the risk, banks raise lending interest rates and increase reserves for credit risks. This reduces the amount of resources that could be spent on lending. The way out of the situation of relatively high loan interest rates is to reduce the volume of non-performing loans (their amortization), curb inflationary processes to stabilize prices (the main goal of the NBU) and reduce the discount rate. Then the transmission mechanism at interest rates will function effectively.

Reducing interest rates on loans is the foundation for the development of small and medium-sized enterprises. Currently, a number of programs have been introduced to compensate small and medium-sized businesses for part of the interest for using a loan. However, the amount of funds allocated for this is insufficient.

At the state level, the Law of Ukraine «On Amendments to Certain Legislative Acts of Ukraine Concerning the Resumption of Lending» has been adopted, which protects banks from unscrupulous borrowers. This will be facilitated by the use by banks of the Borrowers Unified State Register. However, its presence does not protect banks from the emergence of other unscrupulous borrowers. Therefore, banks need access to another database, namely the State Register of Rights to Real Estate, in order to obtain a single statement.

The stability of the national currency depends on many factors. Such factors are the state of the economy, including its foreign economic sector, dependence on international creditors, and most importantly – the monetary policy of the NBU, and others. The Law of Ukraine «On Currency and Currency Transactions», dated 07.02.2019, radically changes the system of currency regulation, liberalizes currency policy and currency transactions. Foreign exchange easing is aimed at making it easier to do business and improve the investment attractiveness of Ukraine. Within the framework of the Law, a new model of the regulatory framework has been formed: 7 new regulations have been introduced under separate articles to replace 56 by-laws.

The impact of factors on the development of the banking sector has been established using dynamic

(simulation) modeling, which is the main method for studying the dynamics of the economic system behavior [13; 14]. One of these systems is banking system, the functioning of which is a complex process due to a large number of various factors. The use of software products allows you to experimentally investigate a real system on its simulation model.

Using dynamic modeling based on the pulse process, it was confirmed that four of the selected 14 factors have a positive effect. Positive and negative factors have a certain relationship and interdependence. The mutual impact of factors that determine the trajectory of the banking sector development in Ukraine was established using a software product when building a structural-logical graph of their totality (Fig. 2).

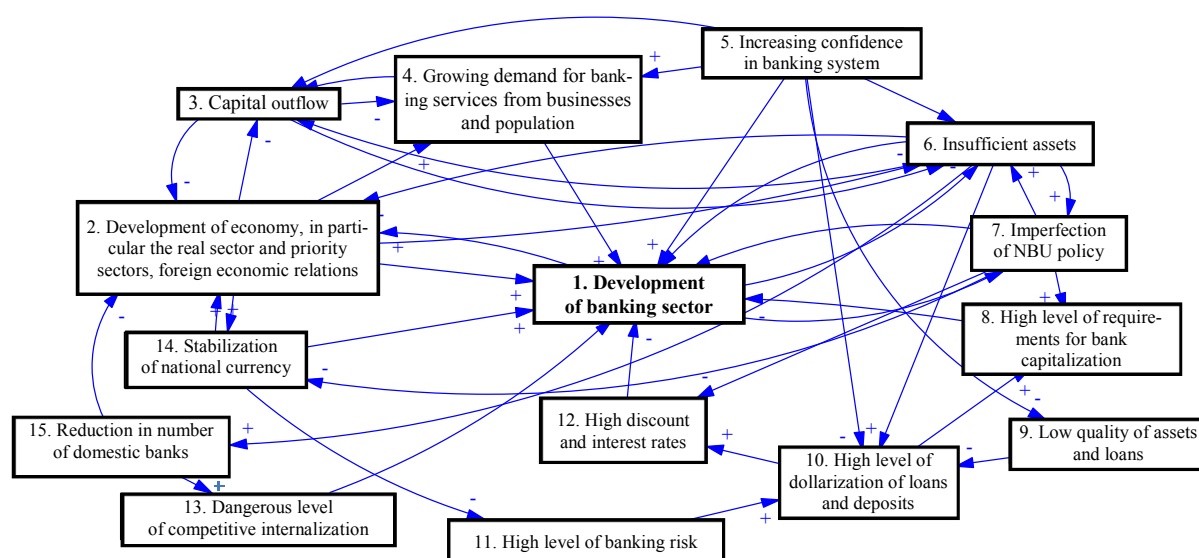


Fig. 2. Structural-logical graph of the set mutual impact of factors that determine the trajectory of the banking sector development in Ukraine

It is established that the development of the banking sector is impacted by the factor of dangerous level

of competitive internalization (target peak 1, dotted line), and the decrease is significant (Fig. 3).

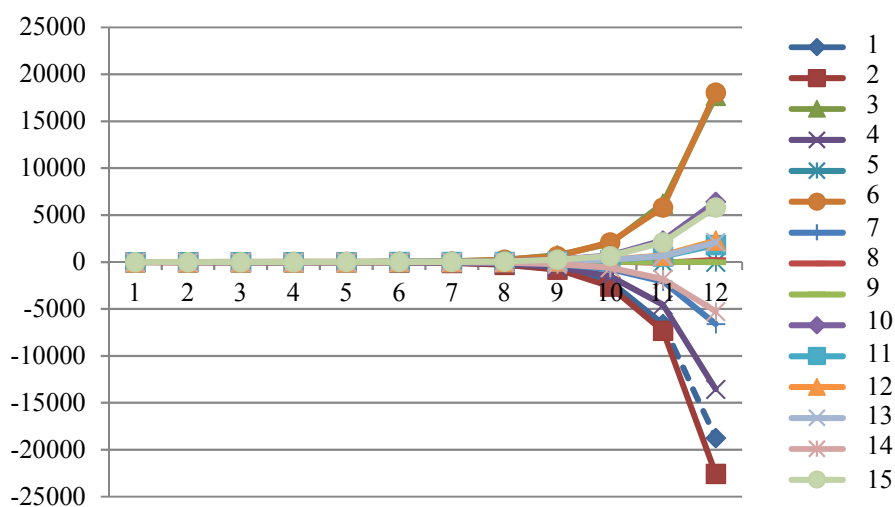


Fig. 3. The trajectory of the banking sector development under the impact by the factor of the dangerous level of competitive internalization

Calculations in the software proved that the negative impact of the dangerous level of competitive internalization can be offset by a single positive factor or a combination of them. So, the positive trend of the banking sector development in the conditions of dangerous

level of competitive internalization is provided by such an external factor at the national level as the development of the economy, in particular the real sector and priority sectors, foreign economic relations (Fig. 4).

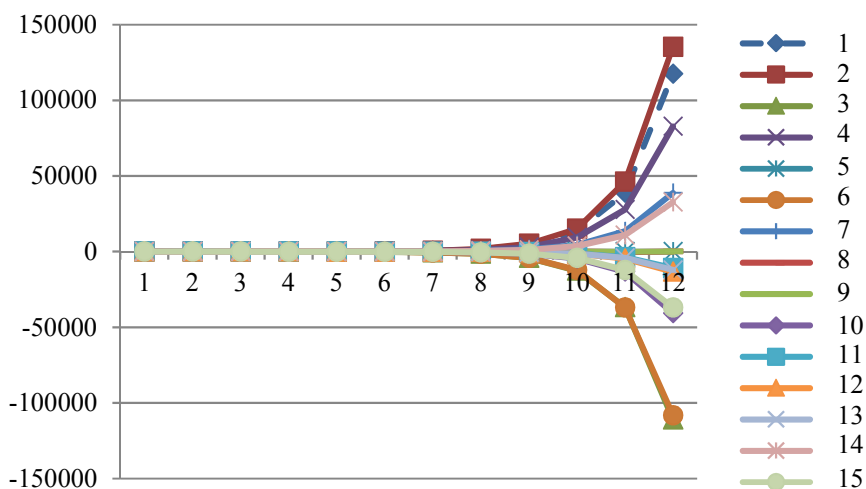


Fig. 4. The trajectory of the banking sector development under the impact by the factor of the dangerous level of competitive internalization compensated by the positive impact factor of the economy development

Similarly, changes in the trajectory of the banking sector development are obtained under the impact of positive internal factors, such as growing demand for banking services, increasing confidence in the banking system and stabilizing the national currency. Using the impulse process, it is proved that positive internal

factors together compensate for the negative impact of any negative factor, including the dangerous level of competitive internalization.

The most effective elimination under the impact of the dangerous level of competitive internalization is obtained by applying all the positive factors (Fig. 5).

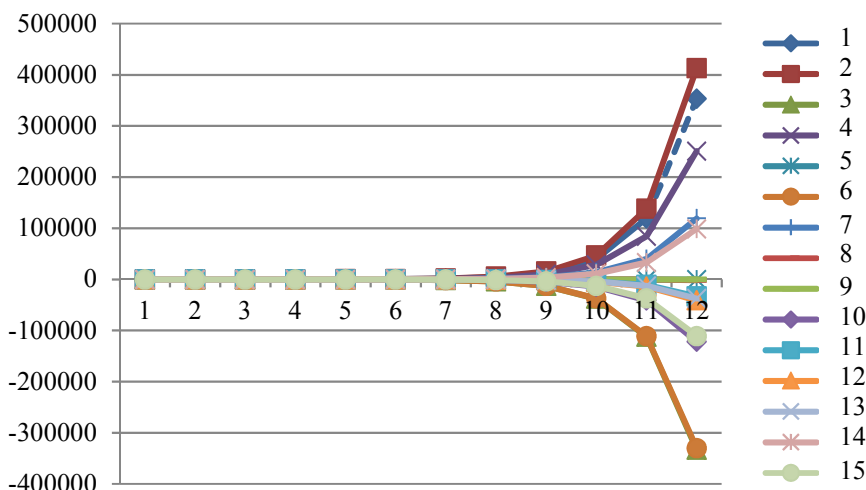


Fig. 5. The trajectory of the banking sector development under the impact by the factor of the dangerous level of competitive internalization compensated by the combination of positive factors

Thus, the selected positive factors ensure the development of the banking sector under the coordination of measures aimed at forming internal factors. Such factors are increasing confidence in the domestic banking system, growing demand for banking services from businesses entities and population, stabilization of the

national currency, well as of the external factor of effective development of the national economy, in particular the real sector and priority sectors, their foreign economic relations.

Conclusions. The modern approach to the formation of effective development trajectory of the

banking sector using dynamic (simulation) modeling is substantiated in the article. To do this, factors are systematized and are divided into external and internal. Among the external factors, the supranational and national levels are singled out. External factors mostly have a negative impact on the development of the banking sector. The certain external factors of the national level depend on supranational ones, and internal factors depend on national ones. Factors are divided into those that have a positive and negative impact on the development of the banking sector.

Using dynamic modeling based on the pulse process, it was confirmed that four of the selected 14 factors have a positive effect. Positive and negative factors have a certain relationship and interdependence. The mutual impact of factors that determine the trajectory of the banking sector development in Ukraine was established using a software product when building a structural-logical graph of their totality. The negative impact of the dangerous level of competitive internalization is proved calculations in the software. This impact can be offset by a single positive factor or a combination of them. Using the impulse process, it is proved that positive factors together compensate for the negative impact of any negative factor, including the dangerous level of competitive internalization. The most effective elimination under the impact of the dangerous level of competitive internalization is obtained by applying all the positive factors. Such factors are increasing confidence in the domestic banking system, demand for banking services from businesses entities and population, stabilization of the national currency, effective development of the national economy, in particular the real sector and priority sectors, their foreign economic relations.

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Дятлова Ю. В. Сучасний підхід до формування траєкторії розвитку банківського сектору

У статті узагальнено результати дослідження актуального питання щодо ефективного розвитку банківського сектору з акцентом на банки з вітчизняним капіталом, обґрунтовано сучасний підхід до формування траєкторії такого розвитку.

Систематизовано чинники, що впливають на розвиток банківського сектору. Чинники розподілені на зовнішні і внутрішні. Серед зовнішніх чинників виокремлено наднаціональний і національний рівні. Чин-

ники наднаціонального рівня пов'язані з глобалізацією та інтеграцією. Перш за все, це кризисні явища в світовій економіці та фінансовій системі, лібералізація руху капіталів. Зовнішні чинники на національному рівні здебільшого негативно впливають на розвиток банківського сектору. Показано, що певні зовнішні чинники національного рівня є залежними від наднаціональних, а внутрішні – від національних.

Внутрішні чинники згруповано на такі, що здійснюють позитивний і негативний вплив на розвиток банківського сектору. Надано характеристику найбільш значних чинників, показано їх взаємовплив. Негативно впливають на розвиток банківського сектору такі чинники, як небезпечний рівень конкурентної інтерналізації через присутність іноземних банків на українському ринку банківських послуг, високий рівень доларизації кредитів і депозитів, низька якість активів і кредитів та інші. Визначено вплив внутрішніх чинників на розвиток банківського сектору. З використанням динамічного (імітаційного) моделювання на заходах імпульсного процесу доведено, що на розвиток банківського сектору значний вплив здійснює чинник небезпечного рівня конкурентної інтерналізації. Встановлено, що такі стабілізуючі чинники, як зростання попиту на банківські послуги, підвищення довіри до банківської системи та стабілізація курсу національної валюти разом компенсують дестабілізуючий вплив будь-якого негативного фактору, в тому числі щодо конкурентної інтерналізації. Формування позитивних внутрішніх чинників сприятиме прогресивній траєкторії розвитку банківського сектору, зокрема банків з вітчизняним капіталом.

Ключові слова: банківський сектор; чинники розвитку; наднаціональні та національні зовнішні чинники; позитивні та негативні внутрішні чинники; динамічне моделювання траєкторії розвитку.

Diatlova Yu. Modern Approach to Formation of the Banking Sector Development Trajectory

The results of the study topical issue on effective development of the banking sector with an emphasis on banks with domestic capital are summarized in the article; the modern approach to formatting the trajectory of such development is substantiated.

The factors influencing the development of the banking sector are systematized. External and internal factors are distinguished. The supranational and national levels are defined for the group of external factors. Supranational factors are related to globalization and integration. First of all, these are crisis phenomena in the world economy and financial system, the liberalization of capital movements. External factors at the national level mostly have a negative impact on the development of the banking sector. It is shown that certain external factors of the national level depend on supranational ones, and internal factors depend on national ones.

Internal factors are grouped into those that have a positive and negative impact on the development of the banking sector. The characteristic of the most significant factors is given, their mutual influence is shown. Factors such as the dangerous level of competitive internalization due to the presence of foreign banks in the Ukrainian banking

market, the high level of loans and deposits dollarization, low quality of assets and loans have a negative impact on the development of the banking sector. The influence of internal factors on the development of the banking sector is determined. It is proved using dynamic (simulation) modeling based on an impulse process that the development of the banking sector is significantly influenced by the factor of dangerous level of competitive internalization. It is established that such stabilizing factors as the growth of demand for banking services, increasing confidence in the banking system and stabilization of the national currency together compensate for the destabilizing effect of any negative factor, including competitive internalization. The formation of positive internal factors will contribute to the progressive trajectory of the banking sector development, in particular banks with domestic capital.

Keywords: banking sector; development factors; supranational and national external factors; positive and negative internal factors; dynamic modeling of development trajectory.

Дятлова Ю. В. Современный подход к формированию траектории развития банковского сектора

В статье обобщены результаты исследования актуального вопроса по эффективному развитию банковского сектора с акцентом на банки с отечественным капиталом, обоснован современный подход к формированию траектории такого развития.

Систематизированы факторы, влияющие на развитие банковского сектора. Факторы распределены на внешние и внутренние. В группе внешних факторов выделены наднациональный и национальный уровни. Факторы наднационального уровня связаны с глобализацией и интеграцией. Прежде всего, это кризисные явления в мировой экономике и финансовой системе, ли-

берализация движения капиталов. Внешние факторы на национальном уровне преимущественно негативно влияют на развитие банковского сектора. Показано, что определенные внешние факторы национального уровня зависят от наднациональных, а внутренние – от национальных.

Внутренние факторы сгруппированы на позитивно и негативно оказывающие влияние на развитие банковского сектора. Приведена характеристика наиболее значительных факторов, показано их взаимное влияние. Негативно влияют на развитие банковского сектора такие факторы, как опасный уровень конкурентной интернализации из-за присутствия иностранных банков на украинском рынке банковских услуг, высокий уровень долларизации кредитов и депозитов, низкое качество активов и кредитов и другие. Определено влияние внутренних факторов на развитие банковского сектора. С использованием динамического (имитационного) моделирования на основе импульсного процесса доказано, что на развитие банковского сектора значительное воздействие оказывает фактор опасного уровня конкурентной интернализации. Установлено, что такие стабилизирующие факторы, как рост спроса на банковские услуги, повышение доверия к банковской системе и стабилизация курса национальной валюты вместе компенсируют дестабилизирующее влияние любого негативного фактора, в том числе относительно конкурентной интернализации. Формирование позитивных внутренних факторов будет способствовать прогрессивной траектории развития банковского сектора, в частности банков с отечественным капиталом.

Ключевые слова: банковский сектор; факторы развития; наднациональные и национальные внешние факторы; положительные и отрицательные внутренние факторы; динамическое моделирование траектории развития.

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IMPROVING THE MANAGEMENT ACCOUNTING SYSTEM THROUGH STRATEGIC BUDGETING IN AN INDUSTRIAL ENTERPRISE

Formulation of the problem. Management accounting as an integrated system of information processing and preparation for domestic users plays an important role in the economy of most foreign and domestic enterprises. Under this common term today means a special system within the corporate management of costs and working capital in order to optimize the use of capital, increase profitability, improve financial and non-financial performance of the enterprise and, of course, gain market leadership. In modern conditions there is an objective need for new approaches to the content and organization of accounting for management.

There is a need for constant control of income and expenses, as well as cash flow, which is difficult to do without planning. To do this, budgeting is introduced at the enterprise and used in management accounting. However, for many budgets mean only plans for sales, production, use of material and labor resources or in general the calculation of individual indicators, which significantly narrows the possibilities of budgeting, because for management it is also advisable to take into account the implementation of strategy and resource allocation. This justifies the relevance of this study.

Analysis of recent research and publications. Problems of development of management accounting were studied by such domestic and foreign scientists as: A. Upcherch, S. Golov, R. Harrison, K. Drury, Z. Zadorozhniy, L. Napadovska, M. Pushkar, V. Rudnytsky, I. Farion, T. Pisarenko, O. Fomina, C. Horngren, N. Chumachenko, J. Shank, V. Govindarajan, N. Shlyago, R. Anthony and others. Today, among domestic and foreign scholars and practitioners there is no consensus on the definition of the concept of "management accounting", and hence – many misunderstandings.

Theoretical and practical aspects of budgeting were considered by such scholars as T. Pozhuyeva, A. Tkachenko, N. Rudik, N. Ishchenko and others. However, despite the development of the basics of budgeting and the formation of its individual elements for financial management in business, it becomes necessary to improve budgeting with a focus on strategic goals and taking into account changes in business, which increases the relevance of this study.

The purpose of the article is to determine the advantages and problems of strategic budgeting in the

management accounting system of an industrial enterprise.

Presentation of the main research material. Today, the problem of using management accounting to improve the efficiency of enterprise management is becoming increasingly important. At the same time, it is necessary to note the special importance of solving this issue for public and private enterprises and organizations of the Ukrainian economy. This is due to the lack of a unified methodological framework and recommendations for the organization of management accounting in some sectors of the domestic economy, and in general the peculiarities of the formation and development of management accounting in Ukraine.

The program of accounting reform in Ukraine provides for the provision of business entities the opportunity to determine the system and forms of internal economic (management) accounting. According to the Law of Ukraine "On Accounting and Financial Reporting in Ukraine" dated 16.07.1999 № 996 internal (management) accounting is submitted as "... system of processing and preparation of information about the activities of the enterprise for internal users in the process of enterprise management" [1].

According to N. Shlyago, in countries with a traditional market economy, even if provisions are developed for the organization and maintenance of management accounting, as, for example, in the United States, they are of a recommendatory nature and are developed by professional organizations [2, p. 33].

The active introduction of management accounting in Ukraine is hindered primarily by the inadequate attitude to it in the senior management of large enterprises. This is largely due to the perception of management accounting as part of the accounting information required for external financial analysis [3, p. 47].

Management accounting is designed to provide reliable and complete information that is necessary for making correct and effective management decisions of the enterprise. But in practice, the leaders of Ukrainian companies still do not have a clear understanding of this type of accounting, which is probably the main problem in the process of setting up a management accounting system [4].

As practice shows, managers of Ukrainian enterprises, usually familiar with the general theoretical

foundations of management accounting, have no idea how to apply them in practice.

Moreover, there is an inadequate attitude to the management accounting of senior management of large enterprises, which perceive it as part of the accounting information required for external financial analysis. But at the present stage of its development, management accounting in the enterprise is not just an accounting system, but also begins to become the main key core of the entire management system of the organization as a whole. In other words, modern management accounting

is an integrated management system of the enterprise, which forms and provides information about the results of activities – financial, time, quality, value, etc. – as the whole enterprise and its individual components – departments, employees, projects etc. Taking into account the above, we can identify the following basic elements that determine the overall information system of management accounting – responsibility centers, business processes, regulations, results and evaluation indicators (Fig. 1).

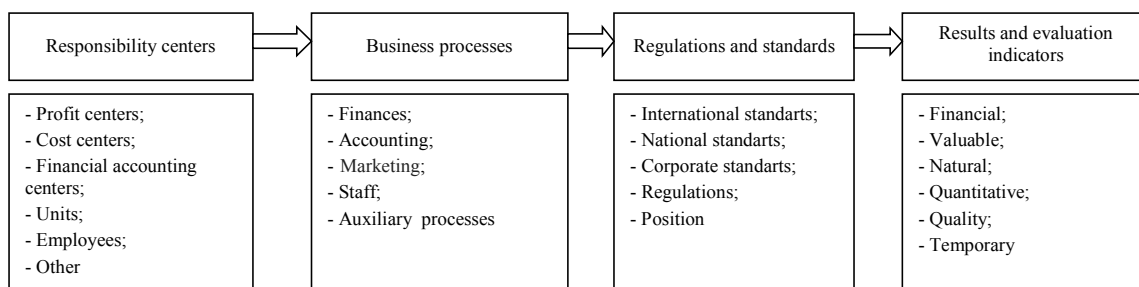


Fig. 1. The main elements of the management accounting system
(formed by the authors based on the source [5])

Management actions taken by the management of an industrial enterprise should lead to the solution of the following tasks:

1. Redistribution of working capital in favor of goods with high demand and margins.
2. Determining the maximum margin at which it is possible to maintain a stable level of sales.
3. Timely redistribution of working capital at the beginning and end of the seasonal period.
4. Making decisions on closing low-profitable outlets that have no prospects for growth in production.
5. Purchase of new equipment to expand the product range.
6. Determining the causes of low sales.
7. Control of mutual settlements with counterparties.

8. Evaluation of the effectiveness of investments in marketing research, trade automation and purchase of new equipment.

9. Defining centers of responsibility for work processes.

10. Control of return on assets, working capital, fixed assets and other indicators of resource efficiency.

These tasks are easily solved with the help of management accounting tools.

As a result, the actions of managers become reasonable, and their result – more predictable. Effective solution of the above tasks can be achieved through complexity in the construction and operation of management accounting, which is provided by the use of the following principles of formation, development, implementation and use of management accounting system (Table 1).

Table 1

Principles of formation, development, implementation and use of the management accounting system at an industrial enterprise (formed by the authors based on the source [5])

No.	Principles of formation of the management accounting system
1	Structuring the activities of the enterprise as a set of interconnected and continuous business processes – groups of operations aimed at obtaining a certain end result
2	Ability to constantly assess the projected, planned and actual results in the system of management accounting of financial and economic activities of the organization as an enterprise as a whole and in terms of business processes, centers of responsibility – departments, employees, projects, etc.
3	Mandatory regulation of execution and operational accounting of business processes results on the basis of relevant external and internal standards – regulations of international, national, industry or corporate level, which determine the procedure, timing of operations, results and quality of their implementation and realization
4	Complexity and analytical use for management accounting of results and characteristics of their evaluation indicators, which ensure their representativeness and balance in relation to the development strategies, goals and objectives of the organization as a whole

The enterprise management system must be ready for future changes in the external environment of the enterprise, ie by improving the efficiency of resources, ensuring a balance of interests with the environment, or strengthening or maintaining its market position to

maintain product competitiveness, ensure the adaptability of the enterprise system to factors of influence of the external environment in order to ensure the economic security of the enterprise. This situation led to the search and use of effective means of survival, one of which was

the budget method of management, which showed in a competitive environment its advantages over other methods.

The budget management system is increasingly seen as an effective technology that can solve the following tasks: 1) creating a basis for effective management decisions; 2) increasing the efficiency of use of own resources, assets of the enterprise; 3) creating an opportunity to assess the investment attractiveness of certain activities; 4) the validity of the allocation of financial resources in certain areas; 5) ensuring "financial

transparency"; 6) increasing the level of financial discipline, stimulating the effective work of units; 7) monitoring the financial efficiency of divisions and types of business; 8) control over changes in the financial situation, increase financial stability, increase the stability of the financial condition of the enterprise. The concept of budgeting organization is a system of views on the organization of the budgeting process, its concept and theoretical basis. The concept should (Fig. 2): minimize the amount of transaction costs; clearly define the levels of management decisions; ensure the flexibility of the budget system.

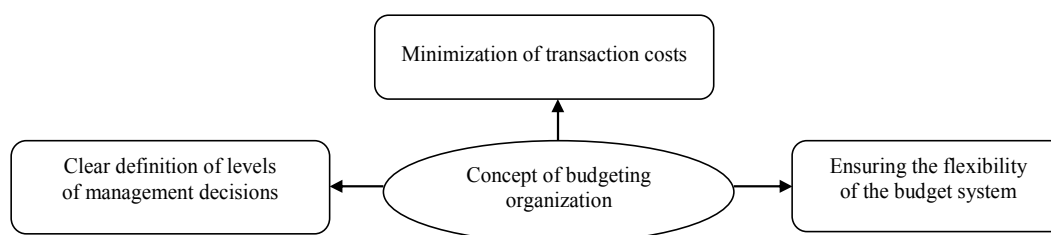


Fig. 2. Advantages of the concept of budgeting organization in an industrial enterprise (formed by the authors based on the source [6])

Budget management should be strict – the heads of services and departments of the industrial enterprise must, on the one hand, be strictly guided in their activities by the approved production and economic plan and budget. However, on the other hand, the regulations of the planning and budget process should leave room for timely adjustment and making optimal decisions on the implementation of a particular project in the interests of the enterprise, ie to be as flexible as possible. The key link in the organization of the process of development and implementation of budgets of an industrial enterprise is the correct distribution of powers and responsibilities in the system of planning and budget management.

For an industrial enterprise there is a need to create a budget committee – a permanent coordinating body for budget planning. The concept of the system of organization of budgeting of the industrial enterprise should contain: positioning of tools of budgeting in system (interrelation of operational budgets with the consolidated budgetary forms); determination of levels of managerial decision-making; establishing the relationship of operational, accounting and management accounting with the budgeting system; assessment of the impact of external information on the company on management decisions.

The scheme of making strategic and operational management decisions within the concept of budgeting in an industrial enterprise can be presented in the form of a developed model of information flows with feedback (Fig. 3).

Thus, the scheme of information flows within the budgeting concept meets the main goal – to increase the economic efficiency of management decisions by coordinating the activities of all structural units of the enterprise, aimed at achieving quantitatively and qualitatively defined end result and strengthening financial stability.

The development of management techniques and changing environmental conditions requires increasing the flexibility of the budgeting system, increasing the role of strategic objectives, as well as improving its tools. In the traditional sense, the budgeting process is a forecast of enterprise development for the future, based on a retrospective analysis of the financial condition of the enterprise and assessment of the impact of various factors on the main indicators of its activities. However, the dynamically developing economic relations in Ukraine require new forms of enterprise management, closely related to its strategy.

The Balanced Scorecard (MAS) technology emerged as a response to the limited methods of managing businesses using only financial metrics. For all their importance, they are insufficient to determine how effectively the company or its individual units operate. First, because these indicators, in fact, reflect the efficiency of the enterprise in the past, not allowing to diagnose and eliminate emerging problems in "real time". Secondly, the use of only financial indicators does not allow to bring the strategic goals of the company to all employees and does not allow them to determine their role in achieving these goals, because not all employees are involved in their formation. The lack of connection between the budgeting system and the company's strategy is the reason for ineffective motivation of department heads and their employees to achieve strategic goals.

As a rule, after setting target values in strategic maps for business deviations, which are inevitable, the cost of measures is reduced, but the target values of a balanced scorecard are not always revised, which leads to their non-compliance, and as a result – to discredit the idea effective strategic management on a balanced scorecard. Integration into a single budget and a balanced scorecard can eliminate these problems. In the

supplement the horizontal approach to managing the system of vertical integration in the budgeting process. Thus, the goals and indicators in the strategic compo-

nent of the industrial enterprise will find financial justification by detailing the goals and indicators of operating budgets of the enterprise.

Table 2

Syneogenetic effect of combining balanced scorecard and budgeting [6]

Management functions	Traditional budgeting system	Balanced scorecard	Strategic budgeting system
Planning	Distribution of enterprise resources for the current period	Specification of strategic goals	Plan goal and resources to achieve them in quantitative terms
Coordination	Firm connection of budgets of the centers of financial responsibility and the budget of the enterprise	Causal investigative connection of a balanced scorecard of indicators of divisions and balanced scorecard of the enterprise as a whole	Interdependent plans of indicators on divisions and support of the enterprise as a whole
Motivation and control	Saving of budgets of the centers of financial responsibility	Achieving the target values of the balanced scorecard unit	Achieving the target values of the balanced scorecard of the centers of financial responsibility while saving budgets

If the process of setting long-term goals of the enterprise in the long-term development program is performed satisfactorily, then the operational budget will be to transform the plan of the first year of the period into the current operating budget, which will fully meet the strategic goals and indicators of the enterprise [6].

The mechanism of transformation of strategic goals of an industrial enterprise with the help of strategic maps into a system of budgets is presented in Fig. 4.

Budgeting as a management technology involves determining the levels of budget consolidation that correspond to the levels of the management hierarchy. Budgeting acts as a link between the accounting process of the enterprise and its management, being, on the one hand, the information base of management accounting, and on the other – reflects its state in the future. Management accounting, in turn, serves as an information base for making management decisions based on data provided by the budgets of the enterprise.

The budget is an operational financial plan of the enterprise, drawn up for the next period (year) in physical and monetary terms, which reflects the receipt (income) and expenditure of funds and covers all areas of economic activity of the enterprise. Non-financial indicators of a balanced scorecard are the starting point of new management, whose role is to transform the concept and strategy of the enterprise in the plane of short-term financial goals and indicators that form the basis of the budgeting process.

The synergy of all non-financial components allows to reconcile financial strategic goals with the annual distribution of resources through the budgets of the enterprise. Strategic budgets of an industrial enterprise allow not only to calculate the necessary costs of the enterprise for the implementation of strategic initiatives, but also to make a forecast of costs for future periods with a cumulative result. The overestimation of budget indicators takes place in case of impossibility to identify the exact ratio between the required resource costs and the financial result.

In general, it can be noted that the use of strategic budgets of an industrial enterprise makes it possible to improve the quality of current and strategic planning at the enterprise, to make it an effective element of the management system.

Conclusions. Summarizing the results of the study, it should be noted that modern management accounting is an integrated system of enterprise management, which forms and provides information about the results of activities – financial, time, quality, cost, etc. – as the whole enterprise and its individual components – structural divisions, employees, projects, etc.

The proposed comprehensive approach to improving the management accounting system through strategic budgeting, provides an opportunity to improve the quality of current and strategic planning in the enterprise, to make it an effective element of the management system. Unlike traditional budget management, strategic budgeting focuses mainly on non-financial indicators, which are aimed at achieving strategic goals through the formation of non-financial strategic budgets.

Based on the actual data presented in the forms of strategic reporting, an assessment of the implementation of budget indicators of the enterprise is made, followed by analysis of deviations of actually achieved results from those planned in the budget, significant changes which lead to budget revision. Timely response to deviations of strategic budget indicators effectively provides flexible budgeting, which allows to make adjustments to their values by choosing the best budget option, which is based on the results of retrospective analysis of the financial condition of the enterprise and assessment of its development forecast.

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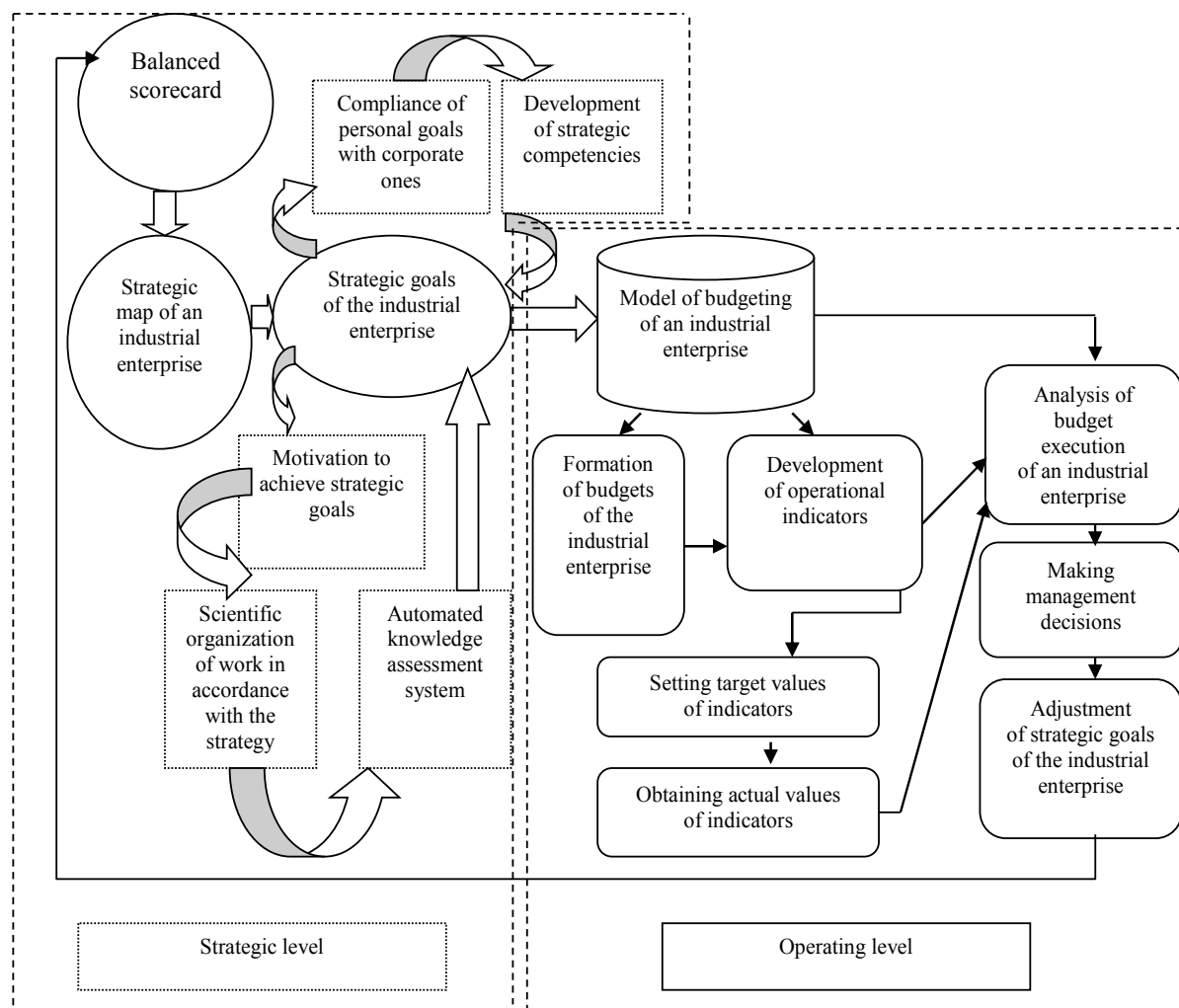


Fig. 4. The mechanism of transformation of strategic goals of an industrial enterprise with the help of strategic maps into a system of budgets (formed by the authors based on the source [7])

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Сімаков К. І., Чернишова С. О. Удосконалення системи управлінського обліку за допомогою стратегічного бюджетування на промисловому підприємстві

У статті визначено принципи формування, розробки, впровадження та використання системи управлінського обліку на промисловому підприємстві. Наведено схему прийняття управлінських рішень у рамках концепції бюджетування. Обґрунтовано необхідність визначення ролі бюджетування в системі управлінського обліку промислового підприємства. Досліджено взаємозв'язок між процесом складання бюджету й стратегічними цілями промислового підприємства за допомогою збалансованої системи показників, яка надає всебічну оцінку стратегічних показників підприємства шляхом інтеграції його стратегічних цілей і тактичних можливостей. Представлено механізм трансформації стратегічних цілей промислового підприємства на операційний рівень за допомогою складових збалансованої системи показників. Доведено, що використання стратегічних бюджетів у системі управлінського обліку дає можливість підвищувати якість поточного й стратегічного планування на підприємстві, робити його ефективним елементом системи управління.

Ключові слова: бюджетування, промислове підприємство, бюджет, управлінський облік, планування, збалансована система показників, стратегічні цілі, стратегічне бюджетування.

Simakov K., Chernyshova S. Improving the Management Accounting System through Strategic Budgeting in an Industrial Enterprise

The article defines the principles of formation, development, implementation and use of management accounting at an industrial enterprise. The scheme of making managerial decisions within the concept of budgeting is given. The necessity of determining the role of budgeting in the system of management accounting of an industrial enterprise is substantiated. The relationship between the budgeting process and the strategic goals of the industrial enterprise with the help of a balanced system of indicators, which provides a comprehensive assessment of the strategic indicators of the enterprise by integrating its strategic goals and tactical capabilities.

The mechanism of transformation of strategic goals of an industrial enterprise to the operational level with the help of components of a balanced system of indicators is presented. It is proved that the use of strategic budgets in the system of management accounting makes it possible to improve the quality of current and strategic planning in the enterprise, to make it an effective element of the management system.

Keywords: budgeting, industrial enterprise, budget, management accounting, planning, balanced scorecard, strategic goals, strategic budgeting.

Сімаков К. И., Чернышова С. А. Совершенствование системы управленческого учета с помощью стратегического бюджетирования на промышленном предприятии

В статье определены принципы формирования, разработки, внедрения и использования системы управленческого учета на промышленном предприятии. Приведена схема принятия управленческих решений в рамках концепции бюджетирования. Обоснована необходимость определения роли бюджетирования в системе управленческого учета промышленного предприятия. Исследована взаимосвязь между процессом составления бюджета и стратегическими целями промышленного предприятия с помощью сбалансированной системы показателей, которая предоставляет всестороннюю оценку стратегических показателей предприятия путем интеграции его стратегических целей и тактических возможностей. Представлен механизм трансформации стратегических целей промышленного предприятия на операционный уровень с помощью составляющих сбалансированной системы показателей. Доказано, что использование стратегических бюджетов в системе управленческого учета дает возможность повышать качество текущего и стратегического планирования на предприятии, делать его эффективным элементом системы управления.

Ключевые слова: бюджетирование, промышленное предприятие, бюджет, управленческий учет, планирование, сбалансированная система показателей, стратегические цели, стратегическое бюджетирование.

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DEVELOPMENT OF THE LOGISTICS 4.0 CONCEPT IN THE DIGITAL ECONOMY

Introduction. The digital economy is one of the priority areas for the development of national economies around the world in the global information environment. The main prerequisites for its formation and rapid development include: the globalization of the world economy and the integration of world capital markets; transnationalization of innovative production; transformation of business methods; changes in the company's capital structure; increased competition and differentiation of companies; innovativeness of the organizational structure; the use of digital technologies; the revitalization of e-commerce.

Experts from the McKinsey Global Institute [1] argue that the development of the digital economy is comparable in scale to the industrial revolution of the 18th-19th centuries, which radically changed the whole world, giving many countries an impetus to economic growth, changing the very development paradigm. An increase in the share of the digital or information economy and the acceleration of GDP growth due to digitalization are among the priority problems of a global scale [2].

The modern transition to the digital economy is becoming a key driver of GDP growth. This is due not only to the effect obtained from the automation of existing processes, but also from the introduction of new, breakthrough business models and technologies, including digital platforms, digital ecosystems, in-depth analytics of big data, Industry 4.0, Logistics 4.0.

Analysis of recent publications on the problem.

The founder of the concept of "digital economy" as a

virtual economic system is D. Tapscott [3]. Scientists R. Bukh, R. Heeks [4] systematized the existing terms "digital economy", highlighting 4 approaches that have their own specifics:

resource-oriented – relies on technology, information resources, that is, data processing (Brynjolfsson, Kahin [5]), as well as human resources, that is, human knowledge and creativity arising from information and communication technologies (Tapscott [3]);

procedural – the use of technology for the implementation of business transactions (Mesenbourg [6]); new flows of information and data generated by ICT (Lane [7]); ongoing transformations in technological processes (Bahl [8]);

structural – includes the transformation process (Brynjolfsson, Kahin [5]) and developing structures based on web (network) technologies as components of the digital economy;

business-oriented – new emerging business models are considered as components of the digital economy, that is, networked business and e-commerce (Mesenbourg [6]) or digital platforms.

As the analysis shows, a number of researchers note that the most important component of the digital economy is a sufficient level of applied technology that transforms relations between business entities, changing the paradigm towards the development of flexible economic organization schemes, where coordination takes place through digital technologies. For others, in addition to economic activity, the definitions touch upon the social sphere. Still others focus on the factor of techno-

logical development of the production structure and the growing role of information and communications in the process of carrying out economic activities.

R. Asanov [9], speaking about the digital economy, limits its functioning to the production of electronic goods, services and their distribution using e-commerce. But in this case, the question remains unsolved – what place in this interpretation is given to intangible values.

A. Kutsman [10], characterizing the digital economy, identifies information, knowledge and the use of digital technologies for storing, processing and transmitting information as the main resources for the production of goods and services.

A new type of economy, which includes the digital economy, requires, in turn, new approaches to management [11-20]. The complexity of building a management system in this case is determined by the variety of economic systems and the need to take into account the

specific characteristics of the development of different countries [21].

Based on the conceptual provisions and own research results [22-28], it is proposed to use the term "information economy" as a system of economic relations with the use of modern information technologies, as well as an information environment that effectively develops with the help of digital technologies and the functioning of information infrastructure objects.

According to K. Peres [29], the digital economy is a new, fifth in a row, technological order, restarting competitive competition on a new basis, which means that in this market competition "the latter can become the first".

T. Pettinger [30] defines the digital economy as an economic activity that uses electronic communications and digital technologies to provide goods and services (Fig. 1).

Traditional economy	Digital economy
Factories	Data Centres / Cloud computing
High street shops	Internet website
Newspaper ads/word of mouth	Social media reviews
Transportation	E-sales – digital downloads
Banks and cash points	E-Banking
Schools/textbooks	E-learning, e-books
9-5 commute	Working from home
Physical assets	Google rankings / brand image
Construction	Website development
Real estate	Domain ownership
Cash – cheque payment	e-payment, cashless society
Labour and capital	Automation and AI.
www.economicshelp.org	

Fig. 1. Differences between traditional and digital economies
(built according to [30])

The advantages of the digital economy include the following: a large amount of information; saving time; cost reduction; personalization; lower barriers to entry; generating significant data that can provide new insights; the possibility of remote work (Fig. 2).

Digital transformation today is a challenge of the times. For the first time, the term “digital transformation” was introduced into scientific circulation by researchers at the end of the 20th century, when digital management methods went beyond conventional technologies and began to significantly change the form of doing business. According to the World Economic Forum, the economic impact of digitalization will reach 1.3 trillion dollars by 2025. It has been established that the advantages of the digital transformation of the economy are the acceleration of GDP growth due to digital tech-

nologies, an increase in the share of the information economy, an increase in the level of competitiveness of companies, a decrease in production costs, an increase in labour productivity, the creation of new jobs, and an improvement in the quality of logistics services.

Transformation is a process of cardinal change of an object as a whole or of its individual elements as a result of the influence of external and internal factors. Currently, there are many definitions of the concept of "digital transformation". Analysts at the Boston Consulting Group (BCG) [31] interpret digital transformation as maximizing the full use of the potential of digital technologies in all aspects of business. This definition focuses on the scale of implementation of specific technologies, but not on the scale of change.

The Digital economy	
Pros	Cons
<ul style="list-style-type: none"> • Greater information and choice • Saves time • Reduced costs for business • Greater personalisation • Lower barriers to entry • Greater flexibility in work, enabling people to work from home. • Benefits for developing world 	<ul style="list-style-type: none"> • Monopoly power of tech giants • Less community • Addictive nature of technology • Privacy issues • Bypassing of labour laws. • Disruption to traditional economy and jobs. • Potential environmental costs. <p style="text-align: center; font-size: small;">www.economicshelp.org</p>

Fig. 2. Advantages and disadvantages of the digital economy
(built according to [30])

The data analyst of the Rufus Leonard agency G. King [32], in his formulation of digital transformation, focuses on the scale of transformations concerning not only the internal environment of the company, but also the external one (consumers and competitors). He defines the term as a large-scale business transformation, affecting the entire set of enterprise functions from the automation of procurement to sales and marketing, affecting both the change in the operating model and the infrastructure of the enterprise, based on digital technologies and proceeding under the influence of three main drivers: changes in user requests, technology development and increased competition.

Another group of authors emphasize the necessary results (consequences) of digital transformation. In the report of the Global Centre for Digital Business Transformation [33], the following definition is given: it is the path to the implementation of digital technologies and business models to increase productivity in quantitative terms. A similar definition was formulated by scientists at the Massachusetts Institute of Technology [34]: the use of technology to radically increase productivity or the availability of resources for enterprises.

The third group of scientists focuses on changing business thinking, decision-making and business culture. From the point of view of V. Ryzhkov [35], the digital transformation of business is a change in business thinking in the new conditions of the digital economy, driven by the modern consumer and the changing culture of communications.

Agile Elephant analyst D. Terrar [36] believes that digital transformation is the process of an organization's transition to new ways of thinking and working based on the use of social, mobile and other digital technologies. This transformation includes changes in thinking, leadership style, rewarding innovation, and the adoption of new business models to improve the performance of the organization's employees, customers, suppliers, and partners.

According to B. Garifullin and V. Zyabrikov [37], the digital transformation of the economy is a process of a radical change in the form of the economic system, as a result of the search, development, implementation and use of digital technological innovations to increase the efficiency of performing their functions by all of its structural units. Digital transformation of business is a conscious, management-initiated process of cardinal improvement of business processes both in the internal and external environment of the company based on the search and development, as well as the subsequent implementation and use of digital technologies.

Based on the foregoing, it is proposed to consider digital transformation as radical changes in the complex of business processes, from product development to customer service, as well as the introduction of modern digital technologies in the organization of business processes at enterprises [22; 23].

It should be noted that the implementation of qualitatively new digital technologies is a necessary but insufficient condition for digital transformation. These technologies should bring a significant positive economic effect: increase productivity by increasing production volumes and reducing the amount of resources used for production. For such an increase in the level of productivity, a comprehensive business transformation is advisable, in which the use of digital technologies is accompanied by improvement of management. It should be emphasized that in most cases, digital business transformation yields positive results in the long term, since the initial investment in technological and related changes represent significant costs that will pay off over a long period of time.

As shown by the results of a study by Capgemini Consulting and MIT Sloan School of Management [38], the digital transformation process cannot be completely ignored. This is due to the fact that the decrease in profit in this case compared to competitors will be 24% per year. It has been found that companies' profits grow by an average of 26% if technology and new management methods are used together. If only to improve manage-

ment, without resorting to digital technologies, then the profit of companies will grow by 9%. If you invest only in technology, without paying attention to the necessary changes in management, the profit does not grow at all, but falls by 11%.

Specialists of IDC FutureScape [39] have developed forecasts for the development of global digital transformation:

1) creating economic gravity through accelerated investment in DX – 65% of world GDP will be transferred by 2022, and in the period from 2020 to 2023 more than 6.8 trillion dollars in direct investment in DX will be attracted;

2) digital organizational structures and roadmaps – by 2023, 75% of organizations will have plans to implement comprehensive digital transformation (DX), up from 27% today;

3) the maturity of digital management systems – by 2023, 60% of leaders of G2000 organizations will shift the orientation of management from processes to results, creating more flexible, innovative and responsive operating models;

4) the growth of the digital platform and extended ecosystems – by 2025, due to unstable global conditions, 75% of business leaders will use digital platforms and ecosystem capabilities to adapt their value chains to new markets, industries and ecosystems;

5) digital approach to personnel management – 60% of enterprises in 2021 will invest heavily in the digitization of employee experience, which will change the relationship between employers and employees;

6) rethinking the business model – by 2021, 30% of organizations will accelerate innovation to support the rethinking of business and operating models, a transformation program to ensure that their business meets the requirements of the future;

7) sustainability and DX – by 2022, most companies will realize the great value due to the combination of digital technologies and sustainable development, which will lead to the emergence of projects based on digital technologies and ensuring sustainable development;

8) cultures of digital origin – 50% of enterprises will implement an organizational culture optimized for DX in 2025, based on customer focus and data;

9) accelerating digital experiences – by 2022, 70% of all organizations will accelerate digital transformation, transforming existing business processes to drive customer interactions, employee productivity and business resilience.

10) creating business innovation platforms – by 2023, 60% of G2000 companies will create their own business innovation platform to support innovation and growth in the new environment.

Thus, companies that are driven by new digital business models that successfully implement their enterprise strategies on digital platforms are well positioned to continue to succeed in the digital economy.

It should be noted that the organization of logistics activities and supply chain management must also adapt to the conditions of the digital economy. In this regard, logistics has transformed into a new one, modernizing the processes of purchasing, delivery, production, storage, marketing, transportation, customer service, and waste recycling. Therefore, it is necessary to solve a qualitatively new problem, which implies the application of the concept of Logistics 4.0 in the context of digital business models.

The purpose of the article is to study the features of organizing logistics activities in the context of digital transformation of business processes; considering the prerequisites for the formation of the concept of Logistics 4.0 and determining the priority areas of its further development in the context of Industry 4.0.

Outline of the main results and their justification. Logistics 4.0 is defined as intelligent logistics because its components enable processes to be managed intelligently. The components of Logistics 4.0 are [40]: automatic identification, real-time location determination, automatic data collection, connection and integration, data processing and analysis, business services.

Logistics 4.0 is a logistics system that ensures sustainable satisfaction of individual customer needs without increasing costs and supports this development in industry and commerce using digital technologies [41].

According to L. Barreto, A. Amaral, T. Pereira [42], we use the term "Logistics 4.0" to denote the combination of the use of logistics with innovations and applications with the addition of CPS. Logistics 4.0 is subject to the same terms and conditions as Smart Services and Smart Products. We then have to take into account that the technological approach used to define "smart products" and "smart services" is used to define "smart logistics". Smart products and services are those that can perform tasks that are usually performed by humans. In addition, they enable delegated activities so that employees can focus on tasks that require more intelligence than automated processes or the intelligence that a simple smart product or smart service can provide.

Logistics 4.0 should rely on and use, from our point of view, the following technological applications: resource planning; warehouse management systems; transport control systems; intelligent transport systems; Information Security.

Smart Logistic is a logistics system that can increase flexibility, adapt to market changes and bring a company closer to customer needs. This will improve the level of customer service, production optimization and lower prices for storage and production. Since Smart Logistics will change in accordance with current technologies, it depends on time, and therefore it is important to determine the state of technology [43].

Thus, Logistics 4.0 can be viewed as a modern paradigm for managing logistic (material, financial, information, transport) flows and organizing a complex of logistics activities (purchase and delivery of material resources, warehousing, production, stock formation, in-

dustrial waste recycling, customer service, transportation and sales of finished products) using breakthrough digital technologies and information systems (Fig. 3).

The use of artificial intelligence (AI) in transportation and logistics is diverse. Leading logistics organiza-

tions are already using AI and machine learning. AI-driven technologies are being developed to mimic human thinking and transcend human thinking in terms of efficient data-driven decision making.

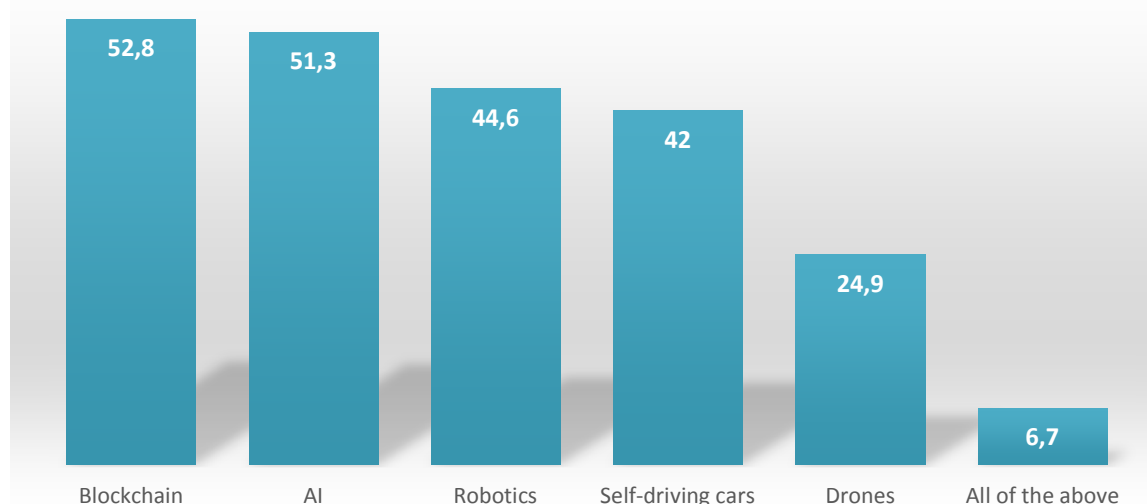


Fig. 3. Disruptive Technologies in Logistics, % of respondents
(built on the basis of [44])

AI is a tool for managing global supply chains in an asset management system. Using predictive AI analysis can help transport service providers optimize route planning and delivery schedules. In addition, the technology approach delivers improved asset performance through timely maintenance, resulting in fewer failures.

AI technologies in logistics are a necessity for an enterprise to achieve and maintain its competitive advantage. According to Forbes Insight, 65% of industry leaders believe that an era of "deep transformation" has begun for logistics, transportation and supply chain management.

The Accenture report shows that 36% of large, medium and small organizations successfully use AI for logistics and supply chain processes. And 28% of respondents are on the verge of bringing AI to logistics. At the same time, by 2035, labor productivity will increase by more than 40%. And the growth of AI revenues in logistics is axiomatic, since technologies are already modernizing the industry in various aspects (Fig. 4).

Artificial intelligence includes systems that can mimic, automate, reproduce human thinking, and take data-driven actions more efficiently than humans. In other words, AI has some abilities in common with humans. These are the abilities to perceive different types of information, understand different sets of data, learn in many ways, and generate solutions.

The key performance metric for such systems is error rate. High-quality voice assistants driven by artificial intelligence exhibit a margin of error of 5%. This is the level of performance that IBM reports when des-

cribing the state of the technology. Thus, the more mature image recognition technologies become, the more advanced the functionality of systems controlled by artificial intelligence becomes.

The introduction of AI in transportation can help reduce the burden on logistics accounting teams. Many vendors in this industry have partnered with third-party vendors to develop AI software to ensure safe, high-quality transportation. This results in a lot of invoices and other documents that the logistics provider team has to deal with.

AI logistics solutions and natural language processing (NLP) technologies can help you work with huge amounts of unstructured data and extract important information about received bills, addresses, dates, and more. Among other things, the use of technology to automate accounting tasks significantly contributes to security. For example, Ernst & Young uses an ML-based system to monitor invoice anomalies, classify documents, verify compliance with various regulations, and more. The system demonstrates high performance: it solves the problem of detecting fraud with an accuracy of 97%.

Large-scale supply chains must manage numerous transportation assets and facilities around the world. AI in the supply chain and logistics makes it easier to solve these problems. It helps to process and categorize related contracts, review lengthy legal documents, keep customer information up to date, verify delivery details, and eliminate duplicate information. Traditionally, such tasks require the involvement of entire departments, which is costly and unproductive. However, AI systems

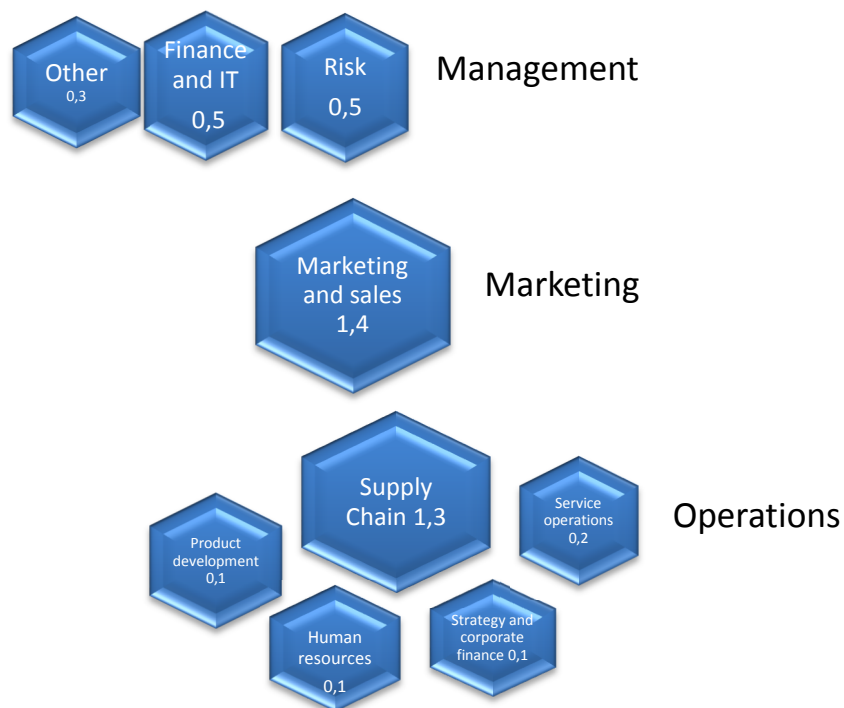


Fig. 4. Potential Economic-Value Creation from AI in the Next 20 Years, trillion dollars USA
(built on the basis of [44])

still require human oversight: the man-in-the-loop approach is best when needed to analyse the results provided by AI.

Another example is the breakthrough of AI in rail transport. AI technology can be used to create fully autonomous rail systems with smart infrastructure and self-driving trains to transport goods and people. Trains will also run with other trains, exchange data, receive notifications from human managers, and take action based on notifications. What's more, AI and rail travel are inseparable when it comes to predictive maintenance. Intelligent systems enable real-time analysis of equipment and mechanical problem detection both locally and remotely.

Global supply chains use a variety of means of transportation, including air travel, rail transport, and waterway shipping. Service providers are in dire need of risk management solutions to address industry challenges. Various problems, from natural disasters to problems related to servicing partners, can lead to interruptions in the provision of supply services.

By developing AI to improve logistics, suppliers mitigate risk and generate predictions to prevent potential breakdowns. ML solutions combined with NLP can be used to collect meaningful data from multiple social media sources, process unstructured text, conduct sentiment analysis, and identify potential risks. In addition, AI systems can use digital and satellite maps and traffic information to optimize routes. The system can take into account and process in real time the time, place, traffic status, changing customer requirements.

IBM believes that in all labour-intensive industries, that is, in transportation, organizations are faced with the

challenge of maximizing the value of assets throughout the entire life cycle. This is undoubtedly true. Predictive Repair will help organizations save up to 630 billion dollars USA by 2025, according to leading consultancy McKinsey Global Institute.

Deploying AI for maintenance purposes is a powerful asset management solution for large organizations. The better the asset is maintained, the higher the performance and the longer the asset's life. AI-driven systems automatically collect and analyse asset data and warn of potential failures. Such systems can accumulate information about failures, compile statistics and, based on these statistics, plan repairs. If the provider can guarantee the employment of affordable and reliable assets, it will help to gain a competitive advantage and the trust of the service consumers.

Conclusions and prospects for further research. Logistics is entering a decade of digital transformation. Megatrends such as new technologies, e-commerce growth, sustainability will continue to be relevant. However, some areas will grow faster than others. Therefore, it is necessary to understand the main trends and their impact on logistics.

The next challenge will be to meet the logistics requirements of the future through training and professional development of personnel in increasingly technologically complex operations. This challenge will take centre stage in strategic supply chain management in the coming years. And primarily due to the impact of COVID-19.

Due to the fact that the logistics sector today is experiencing a global pandemic, like the whole world, the transformation processes have accelerated. COVID-19

has brought about faster changes with the latest innovations in logistics, automation and digitalization. Conversely, many trends that were initially perceived as revolutionary in the field of logistics have not yet realized their potential. The introduction of self-driving cars and drones continues to be hampered by legislative and technical issues, as well as a lack of public acceptance. Logistics markets are stabilizing on several leading platforms, and renowned carriers are coming into play with their own digital offerings supported by robust global logistics networks. From cloud computing to collaborative robotics, big data analytics, to artificial intelligence and the Internet of Things, logistics professionals need to understand the importance of the huge market for new technologies. Retrofitting all contact points in the supply chain is the new imperative for long-term success. Those companies that quickly introduce and scale new technologies, as well as improve the qualifications of their employees, will receive a significant competitive advantage in the logistics services market.

E-commerce continues to show stable and intensive growth [45-47]. But its share accounts for only a small part of world consumer spending on FMCG. B2B e-commerce is expected to triple the size of the consumer market. The coronavirus pandemic has served not only to accelerate the growth of e-commerce and innovation in supply chains. Key paths for scaling and adopting new technologies such as intelligent physical automation, IoT visibility and AI predictive capabilities will ultimately determine the ability to meet increased customer needs and secure industry leadership in the future.

With most governments in the world pledging to reduce CO2 emissions and waste, sustainability is now imperative for the logistics industry. Driven by the growing demand for environmentally friendly solutions to reduce waste, as well as the use of new motion technologies and equipment optimization, this vector is also extremely relevant for supply chains. Today, there are already more than 90 national bans on single-use plastic, and due to the use of large-volume, bulky packaging, 40% of free space remains in the boxes, all this makes the question of rethinking packaging inevitable. Sustainable logistics (optimization of processes, materials, new motion technologies and smart objects) offers enormous potential for making logistics environmentally friendly. Smart containerization will also be important for developing sustainable delivery formats in densely populated cities.

The priority areas of organizing the logistics activities of enterprises using digital technologies include the following: multichannel logistics; logistics marketplaces; rethinking the use of packaging; mass personalization; Silver Economy (new services for older clients and new opportunities for older workers); sustainable logistics; sharing economy; multi-supply; customer experience; smart containerization; big data analytics; augmented and virtual reality; cloud service applications and APIs; Internet of Things (IoT); robotics and

automation; new generation wireless communication; blockchain; Artificial Intelligence; unmanned aerial vehicles or "drones"; 3D printing; unmanned vehicles; quantum computing; supergrid logistics; space logistics; the use of digital platforms that unite customers and transport and logistics companies (the parties can enter into digital contracts, exchange transport booking requests and electronic documents, control the delivery of goods in real time).

All this can help to reduce costs by optimizing procurement; decrease in personnel costs and decrease in labour costs as a result of automation; reduction of errors in logistics; optimization of the supply process; efficient warehouse management; forecasting shipments; creation of optimal routes; operational planning of loads and control of delivery times; ensuring product delivery on time, improving customer loyalty; optimal interaction with customers on the "last mile".

Prospects for further scientific research are the substantiation of the conceptual provisions of the transformation of the customer experience management system in the digital economy and the development of proposals for regulatory support for the development of e-commerce in Ukraine, taking into account the best European experience.

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Трушкіна Н., Джвігол Х., Сергєєва О., Шкригун Ю. Розвиток концепції Логістика 4.0 в умовах цифрової економіки

Перехід до цифрової економіки стає ключовим чинником зростання ВВП. Це обумовлено не тільки ефектом, одержуваних від автоматизації існуючих процесів, а й від впровадження нових, проривних бізнес-моделей і технологій, серед яких цифрові платформи, цифрові екосистеми, поглиблена аналітика великих масивів даних, технології «Індустрія 4.0», «Логістика 4.0».

При цьому цифрова трансформація розглядається як радикальні зміни комплексу бізнес-процесів, починаючи від розробки продукції і закінчуючи обслуговуванням споживачів, а також впровадження сучасних цифрових технологій при організації бізнес-процесів на підприємствах.

Метою статті є аналіз особливостей і тенденцій організації логістичної діяльності в умовах цифрової трансформації бізнес-процесів; дослідження основних передумов становлення концепції Логістика 4.0; визначення пріоритетних напрямів її подальшого розвитку в контексті Індустрія 4.0.

На основі узагальнення наукових підходів уточнено визначення поняття «Логістика 4.0», під яким розуміється сучасна парадигма управління логістичними (матеріальними, фінансовими, інформаційними, транспортними) потоками й організації комплексу процесів логістичної діяльності (закупівля та доставка матеріальних ресурсів, складування, виробництво, формування запасів, рециклінг промислових відходів, обслуговування споживачів, транспортування і збут готової продукції) із застосуванням проривних цифрових технологій та інформаційних систем.

До пріоритетних напрямів організації логістичної діяльності підприємств з використанням цифрових технологій можна віднести такі: мультиканальна логістика; логістичні маркетплейси; переосмислення використання упаковки; масова персоналізація; «Срібна економіка» (нові послуги для літніх клієнтів і нові можливості для немолодих працівників); стала логістика; економіка спільного використання; мультипостачання; клієнтський досвід; розумна контейнеризація; аналітика великих даних; доповнена і віртуальна реальність; хмарні сервісні програми та інтерфейси прикладного програмування; Інтернет речей; робототехніка й автоматизація; бездротовий зв'язок нового покоління; блокчейн; штучний інтелект; безпілотні літальні апарати або «дрони»; 3D друк; безпілотні автомобілі; квантові обчислення; логістика супермережі; космічна логістика; використання цифрових платформ, які поєднують замовників і транспортно-логістичні компанії (сторони можуть укладати цифрові контракти, обмінюватися заявками на бронювання транспорту та електронними документами, контролювати доставку вантажів в режимі реального часу).

Все це може сприяти скороченню витрат за рахунок оптимізації закупівель; зниженню витрат на персонал і зменшенню трудовитрат у результаті автоматизації; зменшенню помилок у логістиці; оптимізації процесу поставок; ефективному управлінню складами; прогнозуванню відвантажень; створенню оптимальних маршрутів; оперативному плануванню завантажень і контролю термінів доставки; забезпеченню доставки продукції вчасно, покращуючи клієнтську лояльність; оптимальній взаємодії з клієнтами на «останній милі».

Ключові слова: цифрова економіка, Індустрія 4.0, Логістика 4.0, концепція, парадигма управління, логістична діяльність, логістичні потоки, організація, цифрові технології, інформаційні системи, переваги, оптимізація, ефективність.

Trushkina N., Dzwigol H., Serhieieva O., Shkrygun Yu. Development of the Logistics 4.0 Concept in the Digital Economy

The transition to a digital economy is becoming a key driver of GDP growth. This is due not only to the effect obtained from the automation of existing processes, but also from the introduction of new, breakthrough business models and technologies, including digital platforms, digital ecosystems, in-depth analytics of big data, Industry 4.0, Logistics 4.0.

At the same time, digital transformation is seen as a radical change in the complex of business processes, from product development to customer service, as well as the introduction of modern digital technologies in the organization of business processes in enterprises.

The purpose of the article is to analysis the features and trends of organizing logistics activities in the context of digital transformation of business processes; research of the main prerequisites for the formation of the Logistics 4.0 concept; determination of priority directions for its further development in the context of Industry 4.0.

Based on the generalization of scientific approaches, the definition of the concept of "Logistics 4.0" has been clarified, which means the modern paradigm of managing logistic (material, financial, information, transport) flows and organizing a complex of logistics activities (purchase and delivery of material resources, warehousing, production, stock formation, recycling of industrial waste, customer service, transportation and sale of finished products) using breakthrough digital technologies and information systems.

The priority areas of organizing the logistics activities of enterprises using digital technologies include the following: multichannel logistics; logistics marketplaces; rethinking the use of packaging; mass personalization; Silver Economy (new services for older clients and new opportunities for older workers); sustainable logistics; sharing economy; multi-supply; customer experience; smart containerization; big data analytics; augmented and virtual reality; cloud service applications and APIs; Internet of Things; robotics and automation; new generation wireless communication; blockchain; Artificial Intelligence; unmanned aerial vehicles or "drones"; 3D printing; unmanned vehicles; quantum computing; supergrid logistics;

space logistics; the use of digital platforms that unite customers and transport and logistics companies (the parties can enter into digital contracts, exchange transport booking requests and electronic documents, control the delivery of goods in real time).

All this can help to reduce costs by optimizing procurement; decrease in personnel costs and decrease in labour costs as a result of automation; reduction of errors in logistics; optimization of the supply process; efficient warehouse management; forecasting shipments; creation of optimal routes; operational planning of loads and control of delivery times; ensuring product delivery on time, improving customer loyalty; optimal interaction with customers on the "last mile".

Keywords: digital economy, Industry 4.0, Logistics 4.0, concept, management paradigm, logistics activities, logistics flows, organization, digital technologies, information systems, advantages, optimization, efficiency.

Трушкина Н., Джвигол Х., Сергеева Е., Шкригун Ю. Развитие концепции Логистика 4.0 в условиях цифровой экономики

Переход к цифровой экономике становится ключевым фактором роста ВВП. Это обусловлено не только эффектом, получаемым от автоматизации существующих процессов, но и от внедрения новых, прорывных бизнес-моделей и технологий, среди которых цифровые платформы, цифровые экосистемы, углублённая аналитика больших массивов данных, технологии «Индустрия 4.0», «Логистика 4.0».

При этом цифровая трансформация рассматривается как радикальные изменения комплекса бизнес-процессов, начиная от разработки продукции и заканчивая обслуживанием потребителей, а также внедрение современных цифровых технологий при организации бизнес-процессов на предприятиях.

Целью статьи является анализ особенностей и тенденций организации логистической деятельности в условиях цифровой трансформации бизнес-процессов; исследование основных предпосылок становления концепции Логистика 4.0; определение приоритетных направлений ее дальнейшего развития в контексте Индустрия 4.0.

На основе обобщения научных подходов уточнено определение понятия «Логистика 4.0», под которым понимается современная парадигма управления логистическими (материальными, финансовыми, информационными, транспортными) потоками и органи-

зации комплекса процессов логистической деятельности (закупка и доставка материальных ресурсов, складирование, производство, формирование запасов, рециклинг промышленных отходов, обслуживание потребителей, транспортировка и сбыт готовой продукции) с применением прорывных цифровых технологий и информационных систем.

К приоритетным направлениям организации логистической деятельности предприятий с использованием цифровых технологий можно отнести такие: мультимедийная логистика; логистические маркетплейсы; переосмысление использования упаковки; массовая персонализация; «серебряная экономика» (новые услуги для пожилых клиентов и новые возможности для немолодых работников); устойчивая логистика; экономика совместного использования; мульти-снабжение; клиентский опыт; умная контейнеризация; аналитика больших данных; дополненная и виртуальная реальность; облачные сервисные приложения и интерфейсы прикладного программирования; Интернет вещей; робототехника и автоматизация; беспроводная связь нового поколения; блокчейн; искусственный интеллект; беспилотные летательные аппараты или «дроны»; 3D печать; беспилотные автомобили; квантовые вычисления; логистика суперсетей; космическая логистика; использование цифровых платформ, которые объединяют заказчиков и транспортно-логистические компании (стороны могут заключать цифровые контракты, обмениваться заявками на бронирование транспорта и электронными документами, контролировать доставку грузов в режиме реального времени).

Все это может способствовать сокращению затрат за счёт оптимизации закупок; снижению затрат на персонал и уменьшению трудозатрат в результате автоматизации; уменьшению ошибок в логистике; оптимизации процесса поставок; эффективному управлению складами; прогнозированию отгрузок; созданию оптимальных маршрутов; оперативному планированию загрузок и контролю сроков доставки; обеспечению доставки продукции вовремя, улучшая клиентскую лояльность; оптимальному взаимодействию с клиентами на «последней миле».

Ключевые слова: цифровая экономика, Индустрия 4.0, Логистика 4.0, концепция, парадигма управления, логистическая деятельность, логистические потоки, организация, цифровые технологии, информационные системы, преимущества, оптимизация, эффективность.

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INTERNET MARKETING AS A MODERN ENTERPRISE COMMUNICATION TOOL

Formulation of the problem. Today, the influence of traditional advertising tools is declining, marketing is becoming more interactive and visually oriented, the influence of chat applications is growing. Modern media involves consumer participation and viral dissemination of information, so there is a need to change marketing approaches and use new marketing tools. Natural selection is forcing marketing to change, as consumers prefer companies that are more likely to learn digital channels. One of the modern marketing tools is the use of Internet marketing, which allows business entities to establish an advanced process of interaction with customers, providing individual service, effectively establish feedback, promptly receive marketing information, which gives the ability to make effective decisions, as well as conduct high-quality advertising campaigns, and all this contributes primarily to increase the competitiveness of the enterprise, which is why more thorough research is the problems and prospects of Internet marketing, identifying specifics and features of online marketing communications.

Analysis of recent research and publications.

Some aspects of the use of Internet technologies in the marketing activities of the enterprise were considered in the works of L. Balabanova, S. Ilyashenko, T. Aucklander, M. Oklander, O. Olshanska, E. Lobachova, V. Zhyvetin, M. Kuzmichova, V. Samokhvalov, N. Chernov, I. Feraponova, N. Moiseieva, M. Konysheva, H. Assel, M. McDonald and others. These authors considered the types and tools of Internet marketing, explored their benefits for consumers and producers, approaches to assessing the effectiveness of marketing tools for the promotion and sale of goods and services, modern directions are defined implementation of Internet technologies in the marketing activities of enterprises.

The purpose of the article is to study current trends in the use of Internet technologies in the marketing activities of the enterprise.

Presentation of the main research material. In the conditions of modern development of global, uni-

fied, global information space one of the main factors of development are new Internet technologies. Under the influence of the process of globalization there is a continuous growth of technological capabilities in all spheres of economic and social life.

Businesses are forced to fight for the consumer, to look for new, more effective forms of communication to promote and position their products on the market. One of the forms of effective communication of the enterprise is the Internet, which companies use to optimize their marketing and other activities, search for new methods and ways of selling and promoting goods. The need to use Internet marketing technologies to promote goods and services is due to the fact that the effectiveness of traditional marketing techniques is constantly declining, and the implementation of modern hybrid digital technologies in the marketing activities of the enterprise gives tangible results. The development of communication strategy should be based on an individual approach to each enterprise, taking into account its goals, market position, marketing policy, the possibility of using different communication channels and other factors. To determine further opportunities for the development of modern enterprises, it is advisable to study trends in the advertising and communication market of the country and new promising areas of communication. The advertising and communication market of Ukraine, first of all, covers the volume of media (direct) advertising, and, in addition, the volumes of the market of marketing services, direct marketing and PR are taken into account separately.

Trends in this market were studied by experts of the All-Ukrainian Advertising Coalition (VRK), which provided data on the volume of the advertising and communication market of Ukraine for 2018 and the forecast of the market for 2019 [1].

According to the expert assessment of VRK, the structural units of the advertising and communication market, which will be given below, are as close as possible to the existing international classification and standards adopted in European practice. Generalized

data on the volume of advertising media market in Ukraine in terms of the considered media channels according to the All-Ukrainian Advertising Coalition (VRK) are given in Table 1.

Thus, in 2018, the media advertising market grew by 25%. According to forecasts for 2019, growth will

not only continue, but even accelerate – to + 27%. Online advertising continues to lead in terms of growth. At the same time, the Internet is already "crowded" in the traditional media market and part of its budgets is out of the media.

Table 1

The volume of advertising media market in Ukraine and the place of Internet advertising on it
(developed by the authors based on source [1])

Directions of advertising media market of Ukraine	Results 2017, UAH million	Results 2018, UAH million	Interest changes 2018 until 2017	Forecast on 2019, UAH million	Interest changes 2019 until 2018
TV commercials, total	7 329	9269	26%	11526	24%
Direct advertising	6 355	8071	27%	10089	25%
Sponsorship	974	1198	23%	1438	20%
Advertising in the press, everything	1 355	1612	18,9%	1843	14,4%
National press	816	965	18%	1101	14%
Regional press	224	277	24%	321	16%
Specialized press	315	370	18%	421	14%
Radio advertising, total	480	578	20%	715	24%
National Radio	348	418	20%	518	24%
Regional radio	47	54	15%	65	20%
Sponsorship	85	106	25%	133	25%
OOH Media, total	2692	3493	30%	4307	23%
Outdoor advertising	2263	2923	29%	3601	23%
Transport advertising	327	444	36%	553	25%
Indoor advertising	102	127	24%	152	20%
Advertising in cinemas	40	48	20%	58	20%
Digital (Internet) Media advertising	2145	2520	17%	3772	50%
Total advertising media market	14041	17520	25%	22221	27%

Work on improving methodologies for assessing the digital (internet) market continues.

To estimate the annual volume of search advertising, the hypothesis was used that the contribution of the first half is 40%. The volume of the "search" category will be about UAH 6,500 million in 2018, of which about UAH 2,167 million is organic growth, and UAH 1,633 million was obtained through the application of a new valuation methodology. According to VRK, the Internet market is growing by at least 120% in 2018, reaching 9,540 million hryvnias, while Internet media

grew by 17% in 2018, and according to forecasts in 2019 it will increase by 50% [1].

VRK experts predict that in the coming years the dynamics of mobile and search growth will be stronger, with a key factor in mobile growth being a change in the consumer model: using a mobile device not only actively watch videos, but also make purchases, which increases investment in e-commerce. Here are the main trends that will dominate in the field of Internet media in 2019 (Table 2).

Table 2

The main trends in the development of Internet media in Ukraine in 2019

(developed by the authors based on source [2])

Trend	Characteristic
1	2
Go to mobile	According to various data, depending on the topic, the rate of mobile traffic on commercial sites is already from 30 to 50%. This is a significant figure, and what to say about the usual information projects, where it can be even higher
Advertising in video format	In 2019, live broadcasts will become an even more popular method for attracting audience attention. Simplicity, lack of any processing or editing makes this video format very emotional and close to Internet users
Strategic diversification	SEO may not always be stable and predictable due to changing search engine algorithms, the cost of a click in AdWords can rise sharply, Facebook is also actively changing the rules, etc. Therefore, a variety of marketing strategies can provide good results

1	2
Cost online advertising will grow	There are more and more online stores. Even a small company in the region can trade across the country. Competition in all areas of online advertising and the struggle for dominance in the top search engines will continue to increase. All this leads to an increase in demand, and demand, in turn, increases the cost
Chatbots and messengers	Messenger promotion is a great way to get more attention to your product or service, along with well-known promotion channels like SEO, pay-per-click online advertising, SMM and crowd marketing
The importance of a comprehensive strategy	Just start using new channels of online advertising is not enough if the site is slow, there are no other pages than the goods, and the order form works with errors. Usability, content, bug fixes, mobile browsing, and more should be handled equally well

Particular attention should be paid to the development of digital video, including content on Youtube. Thus, according to forecasts, in 2019 the share of this area of online media will increase to 70%. According to the Livestream survey, 80% of users prefer to watch live videos from the brand than read a post on social networks. And more than half of marketers around the world have recognized video content as the highest ROI. This approach helps brands become more open and accessible to the audience [3].

G. Lyashenko and R. Motkalyuk analyzes the most interesting in terms of the new communication environment tools of Internet marketing, which can be used to solve problems in various components of the marketing complex [4].

1. Important tools of Internet marketing are the creation and development of your own website. With it, you can significantly improve economic performance, such as increase sales, improve the search for the target audience, ie relevant potential buyers.

2. After defining the goals and objectives of the site, structure and design is extremely important and, probably, 60% of success is provided by the selection of the target audience and advertising.

3. One of the most important tools in Internet marketing is advertising. Internet marketing, like classic marketing, consists of demand analysis and advertising.

Advertising on the Internet is a series of measures to promote an Internet resource or product, information about which is contained in the Internet resource, in the global network and includes the following arsenal of tools: search engine optimization (promotion); contextual advertising; media advertising; banner advertising; interactive advertising; email marketing; virtual marketing; hidden marketing.

The authors note that a tool such as search marketing is an unconditional priority for companies. Most companies (85%) have improved "deep" (in-depth) search, 77% allow you to download different home pages, 63% use convenient navigation on their site (guided navigation) [4].

Internet marketing is an integral part of an advertising campaign. Internet advertising is always part of the advertising campaign of leading companies.

The main types of Internet marketing are: search engine optimization (SEO), search marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, social media marketing (SMM), direct mail, contextual advertising, advertising in e-books, programs, games and other forms of digital products. Channels that are not directly connected to the Internet are also used: mobile phones (SMS and MMS), callback, ringtones [5] (Fig. 1).

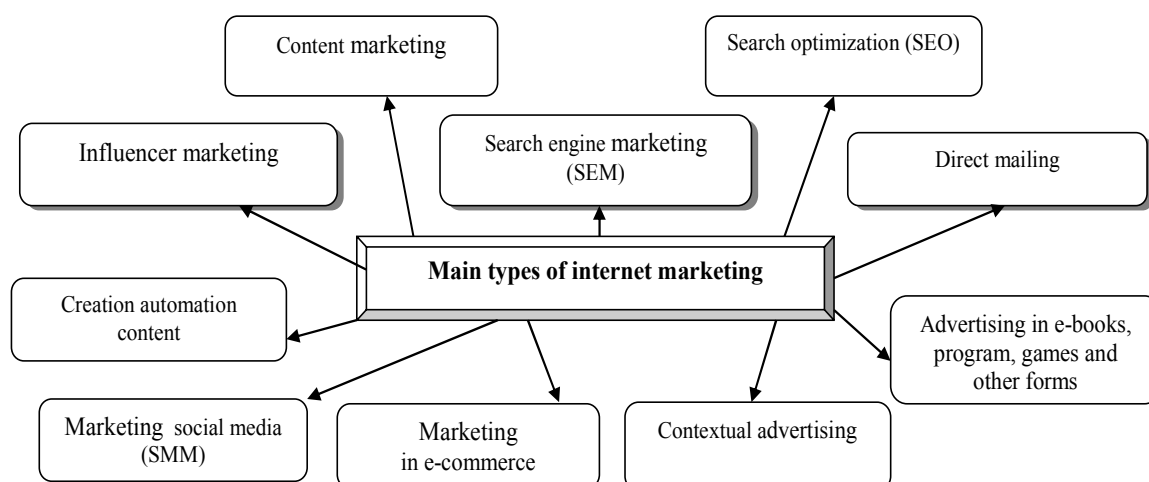


Fig. 1. Main types of internet marketing
(formed by the authors based on the source [5])

In addition to traditional ways to promote products online Internet, aggressive tools are also used marketing, presented Pop-Ups i Pop-Unders, virus programs, programs tracking. Methods aggressive of attracting customer attention or collecting user data have certain disadvantages because they irritate consumers, which can link aggressive marketing methods with the company's brand, which will have a negative result. This also includes viral Internet marketing – distribution of communication messages online Internet, characterized

by an avalanche of information, the main distributors are the direct recipients information. This is achieved by using a bright, creative, unusual idea in a communication message or by using a natural or trusting link [5].

In general, Internet technology as an effective and promising technological platform for marketing activities of the enterprise must take into account certain aspects and current trends in marketing communications of the enterprise (Fig. 2).

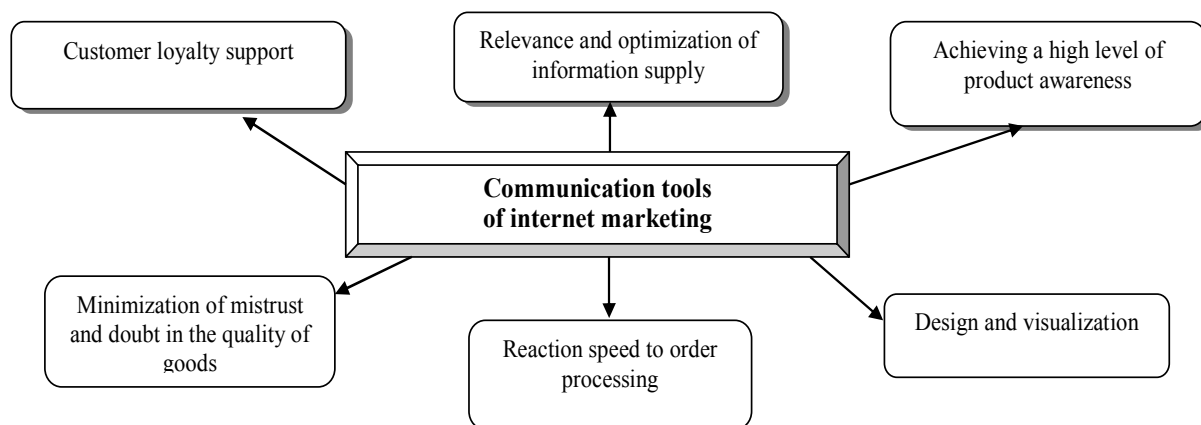


Fig. 2. Current trends in marketing Internet communications
(formed by the authors based on the source [5])

Marketing Internet technology may take the form of full or partial automation of many processes in their activities. They simple the system of interaction both within the enterprise and in working with external entities. An inseparable chain of relationships under the influence Internet technology creates its own system of interaction with the external environment. The external environment directly affects the processes of marketing activities at the technological and strategic levels. In the middle of the enterprise, the relationships formed under the influence of Internet technology, allow decision-making at different levels, while taking into account the whole complex of marketing in the enterprise. The development of promising forms of interaction between market participants in modern conditions is to create new forms and models of joint activities that take full account of the peculiarities of the field of Internet technology. The expansion of the company's capabilities in the promotion of goods and services using Internet technology is carried out through the development of virtual markets, trading platforms, the development of social networks, web applications and more. The choice of methods of promotion of goods and services of the enterprise must be optimally balanced in accor enterprise dance with the goals of marketing activities of the enterprise. And in this case the Internet technology act as a source of improvement of marketing activities and extend it values of virtual space. Thus, the change in the field of marketing due to Internet technology leads to the fact that the exchange and receipt of relevant information becomes technically diverse and acquires new

properties. There is a gradual transformation of traditional forms of management into an economic system of information type due to the formation of the market of information resources in a virtual environment. With the development of smartphones and mobile Internet for businesses, an important task has arisen-the adaptation of their Internet resources for mobile devices. Smartphones and wide coverage of 3G and 4G Internet allow consumers to easily and quickly receive the information they need [6].

During e-commerce, companies have preserved customer data and the history of their orders, which provides them with the opportunity to form a database. The use of this information allows co companies to send their target audience advantageous offers and information on discounts to e-mail, Viber or via SMS. The advantages of using Internet technology in the marketing activities of enterprises also affect the efficiency not only in marketing activities, but also in other areas of enterprise: increasing the possibility of diversification of production; cost savings during production and marketing; improving the speed and quality of coordination of work; growth of economic efficiency from more maneuverable use of resources of the enterprise, growth of turnover of use of resources; rapid response to changing market conditions and demand for certain products; increase the effectiveness of advertising through a more precise definition of the target audience, the implementation of selective, targeted advertising depending on the region, time, gender, location of robot and more.

Conclusions. Internet marketing provides an opportunity for new enterprises to find their place in the market and increase the competitiveness and efficiency of existing domestic enterprises that offer to the market both products for industrial use and final consumption. The use of basic tools of Internet marketing, as a rule, does not require significant financial resources from enterprises, but requires changes in the psychology and behavior of managers, rethinking the role of individual marketing tools in the activities of enterprises. Information technology makes it possible to reach a larger audience and better meet the needs of consumers, and thus increase profits. Sales and promotion of products via the Internet is a promising area, as every year is gaining more and more popularity among businesses and consumers, the number is expanding Internet users. The development of information technology opens new opportunities for businesses to sell products, and gives consumers access to information about goods or services and provides an opportunity to easily compare them.

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Фоміченко І. П., Баркова С. О., Дикань А. І., Косик К. В., Козлова К. О. Інтернет-маркетинг як сучасний інструмент комунікації підприємства

У статті визначено необхідність застосування маркетингових Інтернет-технологій просування товарів і послуг на сучасному вітчизняному підприємстві. На основі проведеного аналізу обґрунтовано необхідність удосконалення маркетингової збутової та комунікаційної політики вітчизняних підприємств із використанням Інтернету. Визначено основні маркетингові процеси, які реалізуються за допомогою технологій Інтернет-маркетингу, до яких належать маркетингові дослідження в Інтернеті, маркетингові комунікації в Ін-

тернеті та просування і збут продукції через Інтернет. Досліджено основні види Інтернет-маркетингу на сучасному підприємстві. Визначено актуальні тенденції маркетингових Інтернет-комунікацій. Обґрунтовано переваги застосування Інтернет-технологій у маркетинговій діяльності підприємств, які впливають також на ефективність (або розширення можливостей) не тільки у маркетинговій діяльності, але й в інших сферах діяльності підприємства.

Ключові слова: інтернет-маркетинг, маркетингові комунікації, маркетингові технології, мережа Інтернет, просування товарів і послуг, соціальні мережі, реклама.

Fomichenko I., Barkova S., Dykan A., Kosik K., Kozlova K. Internet Marketing as a Modern Enterprise Communication Tool

The article identifies the need for the use of Internet marketing technologies to promote goods and services in a modern domestic enterprise. Based on the analysis, the need to improve the marketing, sales and communication policy of domestic enterprises using the Internet is substantiated. The main marketing processes that are implemented using Internet marketing technologies, which include marketing research on the Internet, marketing communications on the Internet and promotion and marketing of products over the Internet. The main types of Internet marketing at a modern enterprise are studied. Current trends in Internet marketing communications are identified. The advantages of the use of Internet technologies in the marketing activities of enterprises are substantiated, which also affect the efficiency (or empowerment) not only in marketing activities, but also in other areas of the enterprise.

Keywords: Internet marketing, marketing communications, marketing technologies, Internet, promotion of goods and services, social networks, advertising.

Фомиченко И. П., Баркова С. А., Дикань А. И., Косик К. В., Козлова К. О. Интернет-маркетинг как современный инструмент коммуникации предприятия

В статье определена необходимость использования маркетинговых Интернет-технологий продвижения товаров и услуг на современном отечественном предприятии. На основе проведенного анализа обоснована необходимость усовершенствования маркетинговой сбытовой и коммуникационной политики отечественных предприятий с использованием Интернета. Определены основные маркетинговые процессы, которые реализуются с помощью технологий Интернет-маркетинга, к которым относятся маркетинговые исследования в Интернете, маркетинговые коммуникации в Интернете и продвижение и сбыт продукции через Интернет. Исследованы основные виды Интернет-маркетинга на современном предприятии. Определены актуальные тенденции маркетинговых Интернет-коммуникаций. Обоснованы преимущества применения Интернет-технологий в маркетинговой деятельности предприятий, которые влияют также на эффективность (или расширение возможностей) не только в маркетинговой деятельности, но и в других сферах деятельности предприятия.

Ключевые слова: интернет-маркетинг, маркетинговые коммуникации, маркетинговые технологии, сеть Интернет, продвижение товаров и услуг, социальные сети, реклама.

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DEVELOPMENT OF MAINLINE ELECTRIC LOCOMOTIVE ENGINEERING IN UKRAINE (ON THE EXAMPLE OF DIVERSIFICATION OF PRODUCTION ACTIVITY OF OJSC «LUHANSKTEPLOVOZ»)

Target setting. During 1988–2000 the production volume of locomotives of the holding company «Luhanskteplovoyz» decreased from 1339 to 3 sections, and during 2002 no locomotive was manufactured [30, p. 241]. One of the measures to stabilize the economic situation of the company was the development of industrial production of new type rolling stock in accordance with the current needs of transport. However, given the political situation, as well as the traditional focus on the development of rolling stock projects with internal combustion engines, HC «Luhanskteplovoyz» in the absence of sustainable public investment lost its design potential until privatization. As, according to official data, the wear of the fleet of electric locomotives of JSC «Ukrzaliznytsia» reaches more than 90%, the possibility of importing traction rolling stock with the prospect of further localization of production is being actively considered. Hence, we believe that the analysis of production activities of railway engineering enterprises of Ukraine is relevant given the need to determine the conceptual ways of harmonizing their design and technological basis with modern needs in the renewal of the fleet of transport operators.

Actual scientific researches and issues analysis.

Unfortunately, for a long time, the circumstances of the development of the main electric locomotive engineering in Ukraine have not found their comprehensive coverage in domestic historiography, the only exceptions are isolated data in the monographs of O. Buyanov [10], V. Rakov [26; 27], and Yu. Tsygankov-Serebryakov [30].

The article aims to cover the historical circumstances of the development of the Ukrainian main electric locomotive industry on the basis of a comprehensive analysis of sources and scientific literature on the example of diversification of production activities of the State Holding Company «Luhanskteplovoyz».

The statement of basic materials. During 1957–1967, with the beginning of the development of new products, Luhansk locomotive plant gained experience in manufacturing the crew parts of electric locomotives series VL8 and VL10 [27, p. 21; 33], and in 1966 at the enterprise the monomotor cart of the experimental electric locomotive VL40 was created [10, p. 166-167]. Since in the mid-1960s the Tbilisi electric locomotive plant established the supply of mechanical parts of elec-

tric locomotives from the Novocherkassk plant in September 1967, the electric locomotive shop of the Luhansk plant was reorganized into a machine-assembling one [27, p. 33]. For a long time, the fleet of passenger electric locomotives of the USSR was replenished by supplies from Czechoslovakia. As rail passenger traffic reached a critical level in the late 1970s, there was a need to increase the number of cars and, consequently, to increase the weight of trains. The basis of the passenger fleet of the USSR were six-axle electric locomotives with a capacity of 4200–5100 kW, and traction forces up to 17,4 tf, which was not enough to drive 30-car trains. In 1982, the Škoda plant created two-section eight-axle passenger electric locomotives with a capacity of 6160–7200 kW and a thrust of 25,29–29,1 tf, designed to drive heavy trains [26, p. 35; 59]. The next stage involved the creation of single-section eight-axle locomotives with asynchronous traction motors with a capacity of 7200 – 8000 kW [26, p. 211–212]. However, since 1989, due to the lack of convertible currency, the volume of imports of equipment began to decline significantly, conceptual designs of Škoda locomotives gradually lost their relevance, and in the USSR there was a need to expand the range of electric locomotives.

In the late 1980s, the economic activity of the Production Association «Luhanskteplovoyz» was costly, there were significant problems with logistics, as well as reducing the cost of production. Since 1988, the Association switched to self-financing and started measures for the introduction of new production sites [30, p. 220]. However, by mid-1989, the accumulated imbalances in development plans were complicated by the inertia of the spending mechanism and the lack of a clear crisis recovery strategy. Wage growth outpaced its productivity by 21,1%. Since August 1988, the Association's expenses exceeded its profits, and its debt to suppliers, which was covered by loans. During 1988–1989 alone, wages were paid 40 times through loans. For 9 months of 1989, the increase in credit investments was 8,6%, and the volume of marketable products decreased by 0,6% [30, p. 229-230]. Against the background of declining demand for mainline locomotives, one of the ways to stabilize the economic situation was to expand the range of production. In the early 1990s, there was an acute shortage of passenger electric locomotives on the Soviet railways, and the existing locomotives produced

by the Škoda plant were used only on the busiest lines. Execution of the order for the creation of new electric locomotives was entrusted to the NGO «Novocherkassk electric locomotive plant», NGO «Elektrovozobudivnyk» (Tbilisi) and PA «Luhanskteplovoz», designers of which in order to speed up the organization of production decided to create universal freight-passenger electric locomotives of the transitional type, and later to move to the development of passenger locomotives of advanced design.

At the beginning of 1991, Deputy Minister of Railways of the USSR B. Nikiforov within the framework of the agreement concluded with PA «Luhanskteplovoz», signed an application for the creation of a single-section eight-axle freight passenger electric locomotive with a capacity of 6400 kW based on the crew of the experimental locomotive TE136 with microprocessor control and diagnostic system. Conventional serial designation of the electric locomotive of alternating current was EL-1, direct current – EL-2. The annual output was to be 100 locomotives of each series. In December 1991 the preliminary sketch design of the locomotive was defended, and in February 1992 the design development of technical documentation began. According to the agreement, the completion of the development of technical documentation was planned for January 1993, the production of the experimental electric locomotive EL-2 – I quarter of 1994, EL1 – IV quarter of 1994. Due to the fundamental differences in electric locomotive technologies at the enterprise, the creation of a new experimental production base was envisaged [15].

After the proclamation of Ukraine's independence on December 14, 1991, the Cabinet of Ministers of Ukraine adopted Resolution № 356 «On the Establishment of the State Administration of Railway Transport of Ukraine» – «Ukrzaliznytsia» [19, p. 8]. At that time, Ukraine was considering the transition of the entire railway network to electric rolling stock. At that time, out of 22 700 km of highways, only 8400 km were electrified. «Ukrzaliznytsia» developed a program to electrify 1667 km of tracks as a matter of priority. The implementation of the program was to increase the transportation of goods by electric traction on average from 64,5 to 75%, and the transfer of 1% of freight turnover to electric traction annually reduced the cost of railways by 2 700 000 000 rubles in 1984 prices [19, p. 21]. However, from the existing fleet of locomotives of «Ukrzaliznytsia» of 1300 units by 2001, 57% of freight and 73% of passenger electric locomotives were to be operated above the norm [31, p. 3].

In the absence of a convertible currency for the purchase of sufficient equipment abroad, the management of «Ukrzaliznytsia» decided to combine imports with the organization of rolling stock production at domestic industry plants. At the beginning of June 1992, the «Ukrzaliznytsia» Main Department presented projects of a freight and passenger electric locomotive PA «Luhanskteplovoz» with a capacity of 6400 kW, as well as a two-section eight-axle freight and passenger

electric locomotive with a capacity of 6250 kW, developments of the SPA «Dnipropetrovsk electric locomotive plant», which specializes in small-scale production of industrial electric vehicles [32, p. 229]. In July 1992, the «Program for the Development of Railway Transport of Ukraine», was approved, calculated till 1998. During this time, PA «Luhanskteplovoz» had to master the production of 7 new types of rail machines, including two modifications of electric passenger locomotives [30, p. 235].

At the end of 1992, an eight-axle two-axle two-section DC electric locomotive E13 with a capacity of 6000 kW, a thrust of 32,8 tf, and a speed of 100 km/h was introduced on the Russian market developed by SPA «Elektrobudivnyk» (Tbilisi), as well as a single-section six-axle freight passenger electric locomotive of alternating current VL65 with a capacity of 5010 kW, a thrust of 24,98 tf and a speed of 120 km/h developed by SPA «NEVZ» (Novocherkassk) [7, p. 117; 230]. Alongside, the designers of the Kolomensk locomotive plant together with SPA «NEVZ» developed a project of a high-speed eight-axle single-section AC passenger electric locomotive with a capacity of 8180 kW, a thrust of 24 tf, and a speed of 250 km/h on the basis of the experimental locomotive TEP80 [7, p. 237]. According to official data, by 2000, 50% of Russia's electric locomotive fleet (more than 12 800 locomotives) was to reach the age limit and be written off, while in 1993–1995 alone, the annual cost of purchasing imported electric locomotives was to be USD 78 500 000 [9, p. 484; 487]. After completion of tests of experimental locomotives, the management of the Ministry of Railways of the Russian Federation decided to limit imports with the organization of production of DC electric locomotives in the framework of the conversion of a number of enterprises of the military-industrial complex [9, p. 486]. Thus, by the mid-1990s in Russia, there were preconditions for the formation of the domestic market of producers of mainline electric locomotives, which finally crossed the urgency of the prospects of importing not only products manufactured by PA «Luhanskteplovoz» but also SPA «Elektrobudivnyk».

On October 22, 1992, by order of the Ministry of Mechanical Engineering, Military-Industrial Complex and Conversion of Ukraine, the State Enterprise «Ukrainian Research, Design and Technological Institute of Electric Locomotive Engineering» was established within the SPA «Dnipropetrovsk electric locomotive plant», which was entrusted with the functions of the main scientific organization for electric locomotive engineering [32, p. 219], and already on June 26, 1993, by the Resolution of the Cabinet of Ministers of Ukraine № 480 «On development and production in 1993–2000 years of main freight and passenger electric locomotives» the Association was designated «*the main manufacturer of mainline freight and passenger electric locomotives*» [24]. According to the plan, by 2000 230 freight electric locomotives of direct current, 85 passenger electric locomotives of direct current, 80 freight

electric locomotives of alternating current, and 35 passenger electric locomotives of alternating current were to be made. Deep modernization of SPA «DEVZ» and enterprises included in the corporation «Ukrelektrovoz» created to coordinate research and development, was envisaged. The corporation also included PA «Luhanskteplovov», which supplied individual electric locomotive components [31, p. 4]. The total amount of financing of works and capital investments for the creation of production facilities of SPA «DEVZ» amounted to 122 899 100 000 rubles in prices of 1993 [24].

Instead, on June 4, 1994, the Resolution of the Cabinet of Ministers of Ukraine № 364 «On organization of production of cars of diesel and electric trains» entrusted the Ministry of Mechanical Engineering, Military-Industrial Complex and Conversion with the functions of coordinating the development of electric train cars, the creation of production facilities and the organization of their production, and the PA «Luhanskteplovov» – with the functions of the manufacturer of final products. According to the plan, by 1998 inclusive, 400 cars of DC electric trains and 280 cars of AC electric trains were to be manufactured. The total amount of funding for research and development, as well as capital investments to upgrade the production facilities of the Association amounted to 1 482 400 000 000 rubles in prices of 1994 [25] (only 14 596 297 755 rubles in prices of 1993 – 11,8% compared to the financing of the electric locomotive industry). Thus, due to the changing political situation, PA «Luhanskteplovov» lost its order to develop electric locomotives, while its diversification was directed in a less investment-attractive direction of production of railcar rolling stock. In addition, as a result of the gradual collapse of the single economic complex of the Association into a number of independent enterprises, which led to the loss of control, unjustified diversification, and additional production costs, the preconditions for deepening its crisis were laid [30, p. 265 – 266]. On May 19, 1995, by the Decree of the President of Ukraine, the State Holding Company «Luhanskteplovov» was established on the basis of the Association [30, p. 236]. In 1996, investment in the renewal of the fleet of electric locomotives was identified as the first priority in the sequence of calculations of «Ukrzaliznytsia», while locomotives and suburban rolling stock – the last [19, p. 66]. In the summer of 1996, «Ukrzaliznytsia» purchased the last batch of 10 passenger electric locomotives manufactured by the Škoda plant, SPA «DEVZ» presented an experimental main freight electric locomotive DE1 with a collector drive with a capacity of 6260 kW, a thrust of 43,542 tf and a speed of 100 km/h [17, p. 13; 19, p. 94 – 95], and HC «Luhanskteplovov» – the first diesel train with asynchronous drive DEL-01 [30, p. 242].

The next stage involved the development of electric locomotives with an asynchronous drive. Alstom, HITACHI and Siemens took part in the tender for the supply of equipment for the future locomotive, developed by SPA «DEVZ» [31, p. 5]. An alternative project

was initiated by HC «Luhanskteplovov», which in cooperation with the German company Adtranz planned to master the industrial production of a single-section four-axle AC freight electric locomotive with an asynchronous traction drive BR-145 with a capacity of 4140 kW, a speed of 140 km/h, and a thrust of 30,59 tf for the CIS market [30, p. 267; 277]. Developed during 1994 – 1997, the BR-145 electric locomotives became the basis for the Adtranz Octeon modular platform, which provided for the possibility of making design changes at the request of the customer. However, in 1998 an agreement was signed between SPA «DEVZ» and the German group company Siemens for the joint development and production of a four-axle single-section freight electric passenger locomotive DS3 with a capacity of 4800 kW, a thrust of 16,4 tf and a speed of 160 km/h [31, p. 5]. During 1999–2001 HC «Luhanskteplovov» presented prototypes of diesel trains of constant formation DPL-1 and DPL-2, as well as electric trains of direct current EPL2T-001 and alternating current – EPL9T. In 2001, the share of electric trains in the company's product range was 49,3%, diesel trains – 15,5%, while diesel locomotive – only 14,2%. During the year, the growth rate of production amounted to 151,3%, and the volume of manufactured products – UAH 89 500 000 [30, p. 300 – 301].

Since during 1990–2004 the share of freight transportation by rail in Ukraine increased from 15,5 to 27% [14, p. 302], a SPC «Elektrovobuduvannia» in the absence of sustainable funding did not master the production of a number of types of locomotives, on December 1, 2004, an agreement was signed between «Ukrzaliznytsia», JSC «Roslokomotiv» (CJSC «Transmashholding») and HC «Luhanskteplovov» concerning the organization of production of 50 two-section freight electric locomotives with collector traction motors of alternating current till 2011. The contract sum, which provided for the development of design documentation, production of a research locomotive at the Novocheerkassk electric locomotive plant and supply of equipment amounted to EUR 100 000 000 [30, p. 336]. Industrial production was carried out at the facilities of HC «Luhanskteplovov» and as the level of localization increased, the share of Russian equipment was to gradually decrease to 35 – 40% of the initial volume. In December 2005, an experimental electric locomotive was built on the basis of the Russian prototype 2ES5K with a capacity of 6560 kW, a thrust of 47,3 tf, and a speed of 110 km/h, which received the serial designation 2EL5 [30, p. 349]. On March 23, 2007, CJSC «Transmashholding» acquired a state-owned stake with 76% of shares in HC «Luhanskteplovov» for USD 58 000 000 [21]. At the end of 2007, a set of tests to confirm the operational parameters of the 2EL5 electric locomotive was completed [8]. In 2008, the company manufactured 9 2EL5 electric locomotives and 56 electric train cars. According to the results of 11 months of work in 2008, the growth rate of production was almost 200%, and the volume of manufactured products reached a record for

17 years – UAH 1 284 000 000. Labor productivity increased by 120% and the average wage by 60% [21].

In October 2008, the Ministry of Transport of Ukraine approved the «Comprehensive program for the renewal of railway rolling stock of Ukraine for 2008 – 2020», which identified the need to replenish the locomotive fleet with passenger electric locomotives in the amount of 282 units and dual-system electric locomotives – 110 units [28]. As, according to «Ukrzaliznytsia» CEO M. Kostiuk SPC «Elektrovobuduvannia» invested «*in the development of obsolete technology*» [12], the state monopolist lost interest in the company's products, including the passenger electric locomotive DS3 and the two-system electric locomotive DS-4 created on its basis. Due to problems with operation and the appearance on the market of a more advanced Russian electric locomotive 2ES4K, the cost of which, taking into account customs clearance, was lower, the ordering of electric locomotives of the DE1 series was also stopped [17, p. 14]. In March 2009 HC «Luhanskteplovoyz», with the support of LLC «Novocherkassk electric locomotive plant», started production of two-section 2EL4 DC electric locomotives with a capacity of 6400 kW, a thrust of 44 tf and a design speed of 120 km/h, created on the basis of the Russian electric locomotive 2ES4K [22]. The company's management expressed readiness to start developing a two-system electric locomotive on the basis of own developments under the condition of preliminary financing. According to CEO V. Bikadorov, the cost of the prototype reached EUR 3 000 000 [12]. However, the global economic crisis of 2008–2009 slowed down the development of electric locomotive construction in the product range of HC «Luhanskteplovoyz», and the production of electric trains was virtually stopped. The total production of the company decreased by 66,5% to UAH 429 661 000 [20; 33]. Despite planned by financial plans of «Ukrzaliznytsia» orders for 18 electric locomotives of both modifications, in fact during 2009–2011 in the absence of targeted funding HC «Luhanskteplovoyz» produced only 10 units [3; 18; 33].

In the spring of 2011, the management of «Ukrzaliznytsia» announced the final decision to abandon the purchase of products of SPC «Elektrovobuduvannia» and to hold a tender between the companies PJSC «Luhanskteplovoyz» and JSC «Elektrovobudivnyk» (Georgia) [16]. On July 20, 2011, a memorandum was signed between «Ukrzaliznytsia», Luhansk Regional State Administration, CJSC «Transmashholding» and PJSC «Luhanskteplovoyz» for the production during 2012–2016 of 262 electric locomotives of series 2EL4 and 30 electric locomotives of series 2EL5 [13]. According to experts, the estimated cost of the transaction was USD 1 700 000 000. Since at that time the level of localization of production of the 2EL5 series electric locomotive reached 70%, while 2EL4 – only 10%, there was a requirement to increase it to 80%. Instead, the company's management stressed that the development of serial production of electric locomotives 2EL4 with a

level of localization of more than 70% would take at least 2 years [13]. According to the results of 2011, the total volume of manufactured products of the company increased by 62% from UAH 956 000 000 to UAH 1 550 000 000 [33]. In the spring of 2013, PJSC «Luhanskteplovoyz» received a state order for the manufacture of 300 electric locomotives with a total value of UAH 12 000 000 000 [5], and in the fall of 2013, a contract was concluded for the supply of 70 electric locomotives of the 2EL5 series to SE «Odessa Railway» by 2017 [4]. In November 2013, 2 2EL4 electric locomotives were manufactured as part of the order [23]. However, given the location of PJSC «Luhanskteplovoyz» in the occupied territory and the orientation of production of electric locomotives for the needs of the Ukrainian market, the promising direction of diversification of the company was curtailed.

Conclusion. Thus, for a long time Luhansk diesel locomotive plant, having a strong research and production potential, developed and created unique projects of new generation railway equipment, which were exported to many countries. In the late 1980s, in the absence of a convertible currency in the country for the import of electric locomotives from Czechoslovakia, against the background of a gradual decline in demand for mainline locomotives and exacerbation of the economic crisis PA «Luhanskteplovoyz» was given the opportunity to expand the range of production under the state order for the development of passenger electric locomotives of its own design. However, after 1991, due to the strategy of the Ministry of Railways of the Russian Federation to support the domestic market of mechanical engineering and lobbying of the renewed Cabinet of Ministers of Ukraine concerning on directing the main investments to create a state monopoly corporation on the basis of low-power SPA «Dnipropetrovsk electric locomotive plant», diversification of production activities of HC «Luhanskteplovoyz» focused on the less promising direction of production of railcar rolling stock. We believe that the fundamental aspect of the establishment of «Ukrteplovoyz» corporation was to ensure its activity not on the basis of opposition, but of close interaction of research and production potentials of domestic locomotive enterprises, such as the experience of cooperation between Luhansk and Tbilisi plants in the production of main electric locomotives in the 1960s. However, due to the low quality of products, caused by the lack of sound experience in the development of crew parts of the mainline equipment, the order of electric locomotives of SPC «Elektrovobuduvannia» (SPA «DEVZ») was stopped. The further development of industrial production at the facilities of HC «Luhanskteplovoyz» of new generation freight electric locomotives, created on the basis of design and technological products of LLC «Novocherkassk electric locomotive plant», allowed in a short time to significantly increase the growth of manufactured products and expand promising areas of cooperation with «Ukrzaliznytsia».

Prospects for further elaboration of the issue.

The elaboration of issues of further development of domestic machine-building enterprises and their influence on the technological security of the rolling stock of JSC «Ukrzaliznytsia» should be carried out taking into account the achievements of Ukrainian science on the issues of structural adjustment of the national economy [29]. The developments on comparative analysis of the profile of the Ukrainian manager should also be used [2], which will require systematic research on the methodology of national business cultures [1].

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Рубан М. Ю. Розвиток магістрального електровозобудування в Україні (на прикладі диверсифікації виробничої діяльності ДХК «Луганськтепловоз»)

У статті здійснено спробу дослідити економічні передумови становлення магістрального електровозобудування в Україні на прикладі диверсифікації виробничої діяльності Державної холдингової компанії «Луганськтепловоз». Визначено, що наприкінці 1980-х років за відсутності конвертованої валюти для імпорту тягового рухомого складу ВО «Луганськтепловоз» отримало замовлення МШС СРСР на розробку та виробництво вантажопасажирських електровозів власної конструкції. Однак після 1991 р. унаслідок стратегії МШС Російської федерації на підтримку внутрішнього ринку виробників магістральних електровозів, а надто ж лобізму оновленого складу Кабінету Міністрів України щодо спрямування інвестицій на створення державної монопольної корпорації на базі малопотужного НВО «Дніпропетровський електровозобудівний завод», диверсифікація виробничої діяльності ДХК «Луганськтепловоз» зосередилась в менш перспективному напрямі освоєння виробництва моторвагонного рухомого складу соціального призначення. Доводиться теза про те, що з огляду на низьку якість продукції, викликану відсутністю сталого фінансування та ґрунтового досвіду розробки магістральної техніки, замовлення електровозів НВК «Електровозобудування» (НВО «ДЕВЗ») було припинено. Натомість локалізація та подальше освоєння промислового виробництва на потужностях ХК «Луганськтепловоз» вантажних електровозів нового покоління, створених на конструкторсько-технологічній основі продукції ТОВ «Новочеркаський електровозобудівний завод», дозволило компанії в стислий термін суттєво підвищити зростання темпів виробництва та розширити напрями співпраці з «Укрзалізницею».

Ключові слова: Луганський тепловозобудівний завод, транспортне машинобудування, магістральне електровозобудування, українські залізниці.

Ruban M. Development of Mainline Electric Locomotive Engineering in Ukraine (on the Example of Diversification of Production Activity of OJSC «Luhanskteplovoy»)

The article attempts to investigate the economic preconditions for the formation of the main electric locomotive industry in Ukraine on the example of diversification of production activities of the State Holding Company «Luhanskteplovoy». It is determined that in the late 1980's, in the absence of convertible currency for the import of traction rolling stock, Luhanskteplovoy received an order from the USSR Ministry of Railways for the development and production of electric freight and passenger locomotives of its own design. However, after 1991, due to the strategy of the Ministry of Railways of the Russian Federation to support the domestic market of main electric locomotives, and especially the lobbying of the renewed Cabinet of Ministers of Ukraine regarding the direction of investments to create a state monopoly corporation on the basis of low-power SPA «Dnipropetrovsk locomotive plant», diversification of production activities of OJSC

«Luhanskteplovoy» focused on a less promising direction of development of production of railcars for social purposes. It is argued that due to the low quality of products caused by the lack of sustainable funding and sound experience in the development of mainline equipment, the order of electric locomotives of SPC «Elektrovobuduvannia» (SPA«DEVZ») was stopped. Instead, the localization and further development of industrial production at the facilities of HC «Luhanskteplovoy» of new generation freight electric locomotives, created on the basis of design and technological products of LLC «Novocherkassk electric locomotive plant», allowed the company in a short time to significantly increase the growth rate of production and expand cooperation with «Ukrzaliznytsia».

Keywords: Luhansk diesel locomotive plant, transport engineering, mainline electric locomotive engineering, Ukrainian railways.

Рубан Н. Ю. Развитие магистрального электровозостроения в Украине (на примере диверсификации производственной деятельности ГХК «Лугансктепловоз»)

В статье предпринята попытка исследовать экономические предпосылки становления магистрального электровозостроения в Украине на примере диверсификации производственной деятельности Государственной холдинговой компании «Лугансктепловоз». Определено, что в конце 1980-х годов при отсутствии конвертируемой валюты для импорта тягового подвижного состава ПО «Лугансктепловоз» получило заказ МПС СССР на производство грузопассажирских электровозов собственной конструкции. Однако после 1991 г. вследствие стратегии МПС Российской Федерации на поддержку внутреннего рынка производителей магистральных электровозов, а в частности лоббизма обновленного состава Кабинета Министров Украины в направлении инвестиций на создание государственной монопольной компании на базе маломощного НПО «Днепропетровский электровозостроительный завод», диверсификация производственной деятельности ГХК «Лугансктепловоз» сосредоточилась в менее перспективном направлении освоения производства моторвагонного подвижного состава. Доказывается тезис о том, что, учитывая низкое качество продукции, вызванное отсутствием устойчивого финансирования и основательного опыта разработки магистральной техники, заказ электровозов НПК «Электровозостроение» (НПО «ДЭВЗ») был прекращен. В то же время локализация и дальнейшее освоение промышленного производства на мощностях ХК «Лугансктепловоз» грузовых электровозов нового поколения, созданных на конструкторско-технологической основе продукции ООО «Новочеркаский электровозостроительный завод», позволило компании в сжатые сроки существенно повысить рост темпов производства и расширить направления сотрудничества с «Укрзалізницею».

Ключевые слова: Луганский тепловозостроительный завод, транспортное машиностроение, магистральное электровозостроения, украинские железные дороги.

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TOOLS FOR ADJUSTING RESEARCH METHODS AND TECHNIQUES TO RESEARCH PROCESSES

Introduction

Strategic management is a process that has been primarily focused on changes taking place in corporate environment. Its core refers not only to activities necessary for achieving strategic goals, but it also means a manner of considering management in terms of its individual functions (Barney, and Hesterly, 2010). The aim of strategic management is to create long-lasting conditions for the functioning of enterprises and to achieve a favourable market position by maintaining or increasing certain success factors (success potential) (Ansoff, et al., 2018). The special features of strategic management in a company are: focus on the company's environment; systematic observation of macroeconomic changes in the company's environment; analysis of regional and global relations; and analysis of behaviours of competitors, suppliers and customers (Best, et al., 2007). Strategic management is a constant quest for both conditions of success and sources of failure. (Hitt, and Duane Ireland, 2017). Thus, the basis for strategic company management involves information, as comprehensive as possible, on economic development trends and on strengths and weaknesses of the company itself and its competitors (Trigeorgis, and Reuer, 2017). Modern organisations relying on the development of information technology are forced to more effectively combine strategic objectives with current management practice.

In modern management, the quality of the thinking process becomes a subject of research and analysis. It influences the accuracy and quality of decisions being made.

Modern management sciences have rejected methodological fundamentalism – stringently defining the scientific character of a method and evoking neo-positivist models in natural sciences (Danermark, 2005). In the literature related to management sciences (Ogiela, 2017; Raziq and Wiesner, 2016) the necessity of applying various methods of exploring and shaping an organisation has been stressed many a time. The literature also points out that there is a need to simultaneously apply multiple mutually verifying and correcting methods (Ares and Varela, 2018).

Methodics can be defined as a set of ways, rules and principles regarding how a given job needs to be done. Nonetheless, one needs to ponder the specific

character of methodics related to management sciences. In the subject-related literature there is a belief that management sciences are underdeveloped as far as methodology is concerned. The said underdevelopment is caused, among others, by the anti-methodological character of the main trend (Punch, 2016; Quian, 2018).

In the literature, one may additionally identify some statements that have confirmed the poor methodology-related character of management sciences as well as have emphasised the necessity to effectively achieve knowledge (Gordon, et al., 2018), methods and techniques borrowed from other sciences' research tools (Dźwigoł, 2019; 2020a; 2020b; 2020c; Dźwigoł, et al., 2019; 2020a; 2020b; Dźwigoł and Dźwigoł-Barosz, 2019; Kwilinski et al., 2020a; 2020b). It is always underlined that identifying and developing methods specific only for management sciences are not needed (Bryman, 2006); on the other hand it is necessary to integrate, in transdisciplinary fashion, overly specialised sciences (Vaivio and Sirén, 2010).

Nonetheless, the inferencing about the poor methodological state of management sciences turns out to be far-fetched. It needs to be emphasised that one is able to identify, among various methods employed in the management sciences, both the methods emblematic for management as well as the methods borrowed from other scientific disciplines. The borrowed methods involve, in most cases, familiarising oneself with the an organisation and its management, whereas the researchers' own methods are aimed at developing the organisation itself and a system of its management.

Moreover, there has appeared methodological pluralism. It states that in order to solve a research problem, one needs to be ready to apply other research methods derived from various theoretical disciplines and approaches. It means that 'diverse points of view are combined with diversity and a variety of research ways, methods and techniques, as well as attempts to transform the world' (Krzyżanowski, 1999). However, these proceedings result very often in anarchism as well as methodological eclecticism. With reference to the foregoing, in order to achieve reliable research findings, it is necessary to meticulously analyse the problem being researched and to select such research methods that would allow the curbing of the above-mentioned phenomena.

The aim of this paper is to present a tool for selecting research methods and techniques for the research process, developed by the author himself (Dzwigoł, 2018).

1. Research method

In the beginning, the model and procedure were developed on the basis of method-related assumptions characterising models, processes or methods of carrying out research processes within the scope of management sciences. Findings acquired from the carried-out analysis of domestic and foreign literature (Robbins, 2009; Thomas, 2017; Boiko et al. 2019; Czyżewski et al., 2019; Cyfert et al., 2020; Czakon et al., 2020; Chygrzyn et al., 2020; Dalevska et al., 2019; Dementyev & Kwilinski, 2020; Drozd et al., 2019; 2020; Dubina et al., 2020; Dyduch, 2019a; 2019b; Dzwigoł, 2018; 2019a; 2019b; 2020a; 2020b; 2020c; Dzwigol & Wolniak, 2018; Dzwigol, & Dzwigoł-Barosz, 2018; Dzwigol & Dzwigol-Barosz, 2020; Dzwigol et al., 2019a; 2019b; 2019c; 2020d; 2020e; Furmaniak et al., 2018; 2019a; 2019b; Gorynia, 2019; Gorynia, et al., 2019; Kamińska, 2018; Kharazishvili et al., 2019; 2020; Klimas et al., 2020; Kondratenko et al., 2020; Kuzior et al., 2019; Kwilinski, 2017; 2018a; 2018b; 2018c; 2018d; 2019; Kwilinski et al., 2019a; 2019b; 2019c; 2019d; 2019e; 2019f; 2019g; 2020a; 2020b; 2020c; Kwilinski & Kuzior, 2020; Lakhno et al., 2018; Lyashenko & Pidorycheva, 2019; Miskiewicz, 2017a; 2017b; 2018; 2019a; 2019b; 2020; Miśkiewicz & Wolniak, 2020; Pająk et al., 2016; 2017; Saługa et al., 2020; Savchenko et al., 2019; Tkachenko et al., 2019a; 2019b; 2019c; 2019d; 2019e; 2019e; Trąpczyński et al., 2019; Trushkina et al., 2020; Vyshnevskiy, 2019; Yelnikova & Miskiewicz, 2020; Zaloznova & Trushkina, 2019; Zastempowski et al., 2020) have unequivocally confirmed that it is difficult, already at the phase of defining research problems, to select one method allowing the diagnosis of a problem comprehensively and thoroughly. It is thus necessary to employ various research methods that would give a complex answer to the posed problem. The very development of heterogenous cognitive methods, modelling or organisation management

has an impact on the necessity to adopt an open-minded approach, allowing or even encouraging the combining of numerous approaches and methods (Punch, 2016; Quian, 2018; Quinton and Reynolds, 2018). In order to develop a universal procedure, experts defined, within the course of consultations, five elements to be taken into consideration upon selecting methods and techniques suitable for the research process, including these, hypotheses and research questions:

– selecting a research subject – defining what object lies in the interest of a given researcher;

– determining the character of the carried-out research – the researcher should precisely define a type, character and kind of the carried-out research;

– determining the research transparency – literature-based inference and practical experience show that the aim of the research may be presented in various ways depending on its defined character. In the given case, the researcher should state what method he/she is going to use to present a predefined aim of the carried-out research;

– selecting a way in which the research study is carried out – conclusions reached on the basis of methods and techniques described in the source literature prove a multi-dimensional commitment of the researcher in the ongoing considerations. What is more, it needs to be determined, in the first place, what rudimentary types of researchers' involvement in the process of carrying out the research process are. Then, one should select the methods and techniques that fulfil the presented conditions;

– determining the size of the sample being researched – it is the last criterion, specified by experts, which makes the availability of the given sample more precise. Assigned methods and techniques of conducting research processes are often dependent on the sample size (some of them are destined to assess smaller populations, whereas other are to evaluate larger ones).

Further on, the author presented his own (Dzwigoł, 2018) division of components (modules) of the advocated research process, as defined by experts (see the Table below).

Table

Division of module components in the procedure for adjusting (selecting) methods and techniques to the carried-out research process

Research subject	Character of the research studies	Transparency of the research goal	Ways of conducting research studies	Size of the researched sample
Business entity, personal aspect, case (case study), phenomenon, environment, process	Identifying/ explorative, secondary, experimental, diagnostic, model-related, analytical	Non-disguised, disguised	Indirectly, directly, participating, non-participating	Below 20 observations, from 20 to 50 observations, from 50 to 100 observations, from 100 to 250 observations, above 250 observations

Source: the author's own work.

Then, by means of group assessment by experts, carried out by means of a form, one was able to classify selected methods and techniques within the framework of the adopted division of modules in the elaborated procedure. The classification process involved five experts, i.e.:

- two practitioners, carrying out research studies within the scope of their basic managerial activities;
- two representatives of management sciences;
- one statistician analysing data resulting from the carried-out research studies.

The survey form consisted of five parts corresponding to subsequent modules of research procedures (i.e. research subject, character of the carried-out research studies, transparency of the research goal, ways of conducting research studies and size of the research sample). Each of the five parts was designed in the form of a matrix, containing respectively: in the columns – methods¹ (17)² or techniques³ (29)⁴, in the rows – priorly identified constituents of the procedure of selecting methods and techniques for the research process in management sciences.

As a result of the conducted research study, one achieved an advocated division of research methods and techniques with regard to their subject, number, character, aim or a manner in which the study is to be carried out.

2. Procedure of selecting methods and techniques for research processes within management sciences

Phase I – Selecting a research subject (Dzwigol, 2018) – it involves designating a real research subject, determining its quantity (cases), features, and components, as well as ways and possibilities to address it.

A starting point of the phase is a recommended classification of research methods and techniques in terms of the research subject compliant with components of the phase:

- *Business entity* – all organisational units carrying out business activities for profit-making purposes

(within the scope of organisational structures). Within the said category, any business models, relations in organisational structures, etc. are taken into consideration.

- *Personal aspect* – staff (of various levels), behavioural patterns and organisational culture in the company. Within the scope of the category, staff's competences, their knowledge, progress in meeting organisational goals, etc. are put under scrutiny.

- *Case study* – a detailed case; a real event is subject to analysis.

- *Phenomenon (economic, social, etc.)* – any and all events related to the business activity, affecting the said entities.

- *Environment* – nearer and farther environment; within the scope of this category, broadly understood, interested parties are taken into consideration – e.g. competitors, clients, suppliers and the society treated as an aggregate.

- *Process* – each act/action undertaken to achieve a determined effect. Within the category, internal and external processes, initiated by economic entities, are subject to analyses.

The starting point of the phase is a set of methods and techniques, gathered with regard to the selected research subject, as the latter shall be a point of departure in the next phase of the procedure execution. The cascade-like (step-by-step) execution of the procedure allows one to eliminate methods and techniques that fail to meet the coherence requirements as with respect to all phases of the procedure.

Phase II – Determining character of the carried-out research (Dzwigol, 2018) – it specifies the reason why researchers undertake to deal with a given research problem as contained in the analysis, hypothesis or research question being analysed. In this phase, the researcher chooses the character of the research goal.

- *Identifying* – preliminary research studies; their aim is to identify a problem.

- *Secondary* – the research studies involve an analysis of existing and widely available data, gathered earlier.

¹ Methods: documentation analysis, survey, biographical survey, self-monitoring checklists, in-lab experiment, field (natural) experiment, expert group assessment, scenario-based method, observation, pseudo-experiment, psychography, other people's statements, projective tests, psychological tests, fitness tests, knowledge tests, interview.

² Only methods used in the basic research studies were subject to assessment and classification.

³ Techniques: analysis of clients' non-formal opinions, analysis of evaluation reports, analysis of staff meeting reports, any reports, memos and regulations, analysis of presented speeches and published interviews, standardised open question survey, anonymous mail survey, the Piorkowski apparatus (diagnosis of psychomotor skills), self-monitoring checklists as to professional qualifications and behaviours, graphology (personality assessment), introspective analysis of behaviours in critical situations, manipulation and inspection

of environmental elements, undisguised observation of real events of critical importance, disguised and participant observations, disguised observation of induced stressful situations, observation standardised on the basis of rating scales, probation period at a given post, samples of task-related behaviours, rating scales to measure lifestyles, condition simulating (controlling and manipulating variables that determine a researched phenomenon), thematic apperception test (diagnosis of achievement motivation), vocational skills test, intellectual aptitude tests, temper tests, tests related to given areas of knowledge, structured free-form interview, weighted application form, situational interview (evaluating behaviours in a given situation), structured interview (repeated questions, prepared beforehand), focused group interview.

⁴ Only techniques used in the main research studies were subject to assessment and classification.

- *Experimental* – the research studies involve searching for and verifying relations between two variables, with frequent variable manipulation.

- *Diagnostic* – the research studies whose goal is to determine (diagnose) the condition of the given subject, its properties and operational principles.

- *Model-related* – research studies whose goal is to reflect, in the best possible way, the researched subject by means of a selected model.

- *Analytical* – observation-based research studies whose goal is to detect operational structures and mechanisms of the researched subject.

The main process of the phase named ‘*Determining the character of the carried-out research*’ is to make a decision by the researcher as to verifying the defined research goal, through determining its character by means of assigning it to the indicated module elements – phases.

Phase III – Determining the transparency of the research goal (Dzwigol, 2018) – the notion of transparency of the research goal undoubtedly plays an essential role as far as the selection of research methods and techniques is concerned. The research methods and techniques, as described in the source literature, identify both the way in which the research process is performed as well as the research goal. It is also confirmed by available classifications and divisions of research methods. In the present paper, the author adopted a widely-used division of goal transparency, i.e. division between non-disguised and disguised goals. Then, the author classified methodologically the starting point of the phase, achieved in the previous phase, as a set of research methods and techniques and an additional set of methods and techniques, classified as to the transparency of research goals.

- *Research goal – non-disguised* – the research subjects are aware of the goal of the research process in which they take part.

- *Research goal – disguised* – the research goal is known to the researcher alone.

Phase IV – Choosing a way in which the research study is conducted (Dzwigol, 2018) – Although a question of choosing a way of conducting research studies has been tackled in the source literature for many years, it nevertheless remains at issue. There are two popular divisions. The first division presents the researcher’s commitment in the research process as participating and non-participating. The second division focuses directly on the way in which research studies are conducted, including direct and indirect ways.

- *Indirect* – the researcher is carrying out the research studies remotely, not participating personally in the study.

- *Direct* – the researcher is taking part in the study, participating actively in the whole research process.

- *Participating* – the researcher is taking part in the study, being ‘inside’ the researched subject.

- *Non-participating* – the researcher is ‘outside’ the researched subject; he/she does not interfere with the course of the research.

Phase V – Determining the size of the sample being researched (Dzwigol, 2018) – the said phase, due to a wide variety of methods and techniques available, indicates more precisely those samples that are the most essential for the correct course of the research process. As a result of the undertaken research actions, five divisions were defined, each phase describing constituents of the phase (i.e. below 20; from 20 to 50; from 50 to 100; from 100 to 250; above 250).

The effect of employing all constituents of the selection procedure covering methods and techniques is to achieve a suggested set of diagnosed and classified methods and techniques, as correlated to theses, hypotheses and/or research questions described each time by the author.

3. Summary and research conclusions

The aim of the paper was to present the tool for selecting research methods and techniques for a given research process, which tool was elaborated by the author of the paper (Dzwigol, 2018). The developed procedure consists of five phases that allow, in a considerable way, to answer any question which a researcher (both the academic and the practitioner) should pose to himself/herself.

1. Identifying a research subject.
2. Determining the nature of the carried-out research.
3. Determining the transparency of the research goal.
4. Selecting a manner in which the study is to be conducted.
5. Determining the research sample size.

What is more, the application of the developed procedure eliminates the need to diagnose research methods and techniques, available in the literature, through the use of classification patterns corresponding to five components of the procedure phases.

Should it be impossible to make a classification, a researcher shall be obliged to assign, on his/her own, methods and techniques to the category defined by him or herself. For this purpose, he or she should make use of the previously described form containing separate components of the modules of the procedure for selecting methods and techniques for the research process in management sciences.

Furthermore, it needs to be underlined that the selection of research methods and techniques, with the use of the above-mentioned procedure, shall be followed by an analysis of posed theses, hypotheses or research questions, repeated from time to time. It means that the researcher should separately apply, for each posed hypothesis or research question, recommendations resulting from the developed procedure. It is explained by the diversity of research problems in the management sciences.

The graphic representation of the described procedure has been created by means of the Business Process Model and Notation, (BPMN). It is graphic notation meant to illustrate business processes; it provides busi-

nesses with opportunities to define and comprehend internal and external procedures by means of business process diagrams. Thus, it is possible to communicate on the basis of adopted standards (Woodfield, 2018).

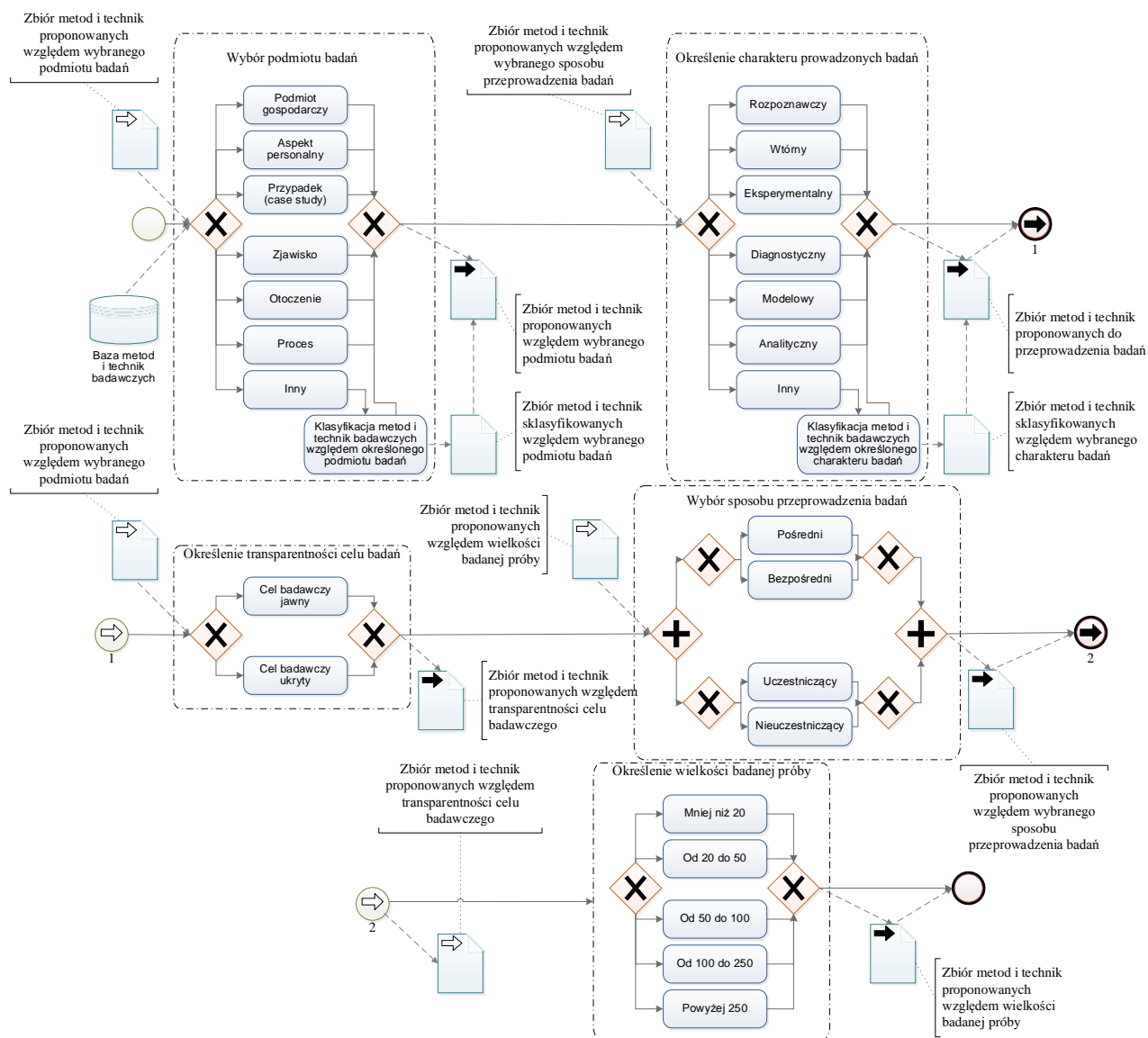


Figure. Procedure for selecting methods and techniques within the management-related research processes

Source: the author's own work.

Furthermore, due to research studies related to methods, procedures and approaches, it has been discovered which of these are the most essential for the research process and particular elements within management sciences. It allows one not only to determine the level of application of particular methods and techniques, or its amalgamation, but also to identify certain rules of recognising the research process within the given context, as well as other variables that might affect the importance of assigning correct methods and techniques to a given research process, with the view of enhancing the credibility, level and quality of the carried-out research studies.

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Джвігол Х. Інструментарій адаптації методів і технік у дослідних процесах

У статті представлено розроблені автором інструменти для адаптації методів та технік у дослідницьких процесах. Для оцінки та відбору окремих методів та прийомів дослідження в роботі було залучено групову оцінку експертів. Розроблений інструментарій складається з п'яти фаз, що дозволяють відповісти на будь-яке питання, яке дослідник (вчений та практик) повинен поставити перед собою. Більше того, застосування інструментарію позбавляє потреби діагностувати доступні в літературі методи та прийоми дослідження, використовуючи шаблон класифікації, який відповідає п'яти компонентам етапів процедури.

Ключові слова: дослідницький процес, методи, техніки, прийоми, інструментарій, науки про управління.

Dzwigol H. Tool for Adjusting Research Methods and Techniques to Research Processes

The aim of the following paper is to present the tool for adjusting research methods and techniques to research processes, developed by the author hereof. In order to evaluate and select individual research methods and techniques, a group evaluation of experts was employed in the paper. The developed tool consists of five phases that allow to answer any question which a researcher (academic and practitioner) should pose to himself/herself. What is more, the application of the tool eliminates a need to diagnose research methods and techniques available in the literature, through the use of a classification pattern which corresponds to five components of the procedure phases.

Keywords: research process, methods, techniques, tool, management sciences.

Джвігол Х. Инструментарий адаптации методов и техник в исследовательских процессах

В статье представлены разработанные автором инструменты для адаптации методов и техник в исследовательских процессах. Для оценки и отбора отдельных методов и приемов исследования в работе была использована групповая оценка экспертов. Разработанный инструментариий состоит из пяти фаз, позволяющих ответить на любой вопрос, который исследователь (ученый и практик) должен поставить перед собой. Более того, применение инструментария исключает необходимость диагностировать доступные в литературе методы и приемы исследования, используя шаблон классификации, который соответствует пяти компонентам этапов процедуры.

Ключевые слова: исследовательский процесс, методы, техники, приемы, инструментариий, науки об управлении.

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MODERN APPROACH TO SPORTS INDUSTRY MANAGEMENT UNDER UNCERTAINTY

Formulation of scientific problem and its significance. The crisis caused by the pandemic, which affects the entire world society, has revealed the inability of government agencies to respond quickly to overcome the consequences of this phenomenon. Dynamic changes that occur under the influence of socio-political, economic, energy and environmental factors, increase uncertainty, increase risks, have a significant impact on the development of economic sectors and society as a whole. The world economy is in an unstable state, the way out of which can provide a new wave of the new world, which will be a catalyst for long-term growth and development.

Leading countries, taking on modern challenges, take an active position in overcoming the crisis: implement stabilization measures and create conditions for sustainable economic development in the long run. Others, following the actions of leaders, use effective mechanisms and tools in their management practices.

Transformation processes taking place in Ukraine cause significant changes in all spheres of public life, differently affect the functioning of organizations, sectors of the economy (energy, industry, agriculture, sports industry), which introduce new principles, approaches, rules to improve the efficiency of their activities. The situation in the sports industry remains difficult: sports infrastructure does not meet modern standards, low wages, insufficiently qualified staff, difficult conditions for attracting investment, and so on. The relevance of the study is explained by the requirements of the need to improve the organizational support for the development of the sports industry. This fact necessitates the solution of the problem of progressive innovative development of the sports industry in conditions of uncertainty on the basis of the modern mechanism of state regulation in the system "state – community – science – business" and the development of socially oriented economic policy.

Analysis of research and publications. The problems of implementation of a modern management system of socio-economic development of territories, sectors of the economy (energy, industry, etc.) at the state and regional levels, is reflected in the works of famous domestic and foreign scientists: V. Geets [1], A. Dvigun [2], M. Porter [3], A. Umland [4] and others. However, the issue of effective management of the sports industry in conditions of uncertainty and ensuring the conditions of strategic development remains unresolved.

The purpose of the study is to explore modern approaches to the management of the sports industry aimed at increasing the competitiveness, efficiency and sustainable development of the sports industry in conditions of uncertainty.

Presentation of the main material and substantiation of the obtained research results. Global changes taking place in the world pose various challenges to modern society, among which the most important is the awareness and formation of a new technological way of life, which will significantly affect life, working conditions, economy, communications. In scale, this phenomenon can be considered the fourth industrial revolution, which has no analogue in the previous history of mankind. The introduction of blockchain technologies, artificial intelligence, robotics, nano-, biotechnology, the Internet of Things, energy storage and conservation requires a rethinking of the system of society management at the state, territory and organizational levels.

The introduction of the European model of management of socio-economic development in Ukraine is associated with complex systemic transformations, in which a new quality society is formed, the level of business activity and political responsibility of citizens increases, human rights and freedoms are ensured. These changes in the structure and content of civil society inevitably lead to changes in the form and essence of public policy in the system of state, territorial and sectoral government. Exacerbation of competition, significant technological changes, increasing the impact of human capital on the main factors of economic development, the contradiction between the growing needs of society in a healthy lifestyle, sports and insignificant opportunities to provide quality sports and medical services are modern challenges for the state. Overcoming them requires the development and implementation of an effective management system, using balanced methods of direct and indirect management, program-targeted approach, taking into account the culture, traditions, mentality, ideology of modern society.

The process of evolution of the socio-economic system contributes to the gradual transformation of public administration into modern models of regulation and development of society. The classical theory of management in the public sector was implemented in practice through a model of administration using direct action methods. Methods of administrative management are

orders (requirements, prohibitions, etc.) that oblige to act in a certain way, reducing publicity, and through which public authorities directly interfere in economic processes (public procurement, subsidies, subventions, grants, licensing and quotas, fixed pricing). Neoclassical theory of management - a model of management, in the center of which is already a person, not an organizational structure [2; 3; 4].

Modern theory – a model of new governance focused on the effective functioning of the entire system of political institutions through the introduction of strategic management, reducing the public sector, improving the quality of public services, forming a style of "effective" governance, i.e. special attention is paid to communication.

Thus, the trends of society in the context of globalization and decentralization of the economy, expanding market powers are focused on the use of modern management and administration of the economy, based on a system of direct and indirect action (principles, methods, techniques, rules and means of state influence on social). economic development of the country). It should be noted that the methods of indirect action are quite effectively used in the EU, USA, Japan, Singapore and others. It is projected that with the construction of a legal economically developed and stable state, they will also spread in the activities of Ukrainian institutions. [6].

Methods of indirect action include legal and economic. Legal methods – a system of laws and legislative acts that regulate the activities of market participants and determine the legal space. The essence of legal methods of public administration is the legal influence on the socio-legal sphere and its individual elements in the process of regulating public relations, the main participant of which is the state power.

Economic methods of state regulation of the economy are associated with the creation of financial or material incentives that can long-term influence the behavior and economic interests of market participants by developing and implementing optimal tax, budget, monetary, investment, innovation, depreciation, structural, information and economic policy. The effectiveness of socio-economic reforms is determined by the nature of the state's influence on the development of socio-economic processes.

The crisis situation in the sports industry significantly depends on the effectiveness of public administration. State and territorial regulation of the sports industry is based on methods of direct action, where there is only state responsibility for the physical condition of man and, accordingly, formed standard types and forms of sports and health practices, unreasonably used (copied) global management technologies without regard to cultural traditions, mentality, which are inherent in Ukrainian society. In addition, in the process of decentralization, some functions related to the development of the sports industry are transferred to the local level, but the financing of these functions is not always in full. This situation does not contribute to the provision

of quality sports and health services, encouraging the population to physical activity, physical culture and sports, which negatively affects human health [6].

Ukraine's technological lag behind developed countries is growing, the structure of Ukraine's economy remains distorted, and its dependence on fluctuations in world market conditions is growing. Scientific and technical, innovative potential, human capital of the country continues to degrade, the wave of inflation is growing. It should be noted the positive dynamics: in 2019, compared to 2018, Ukraine rose by 13 positions in the ranking of economic freedom and took 134th place out of 180 countries. This is evidenced by the data of the Index of Economic Freedom, which was compiled the Heritage Foundation. It is also noted that Ukraine is in the category of "mostly unfree" countries and ranks last 45th in the European region. The overall score of Ukraine (54.9) is much lower than the average of regional and world indicators [8]. The ranking is based on a comprehensive study of the state of reforms in each country on 10 key indicators and is an important indicator for investors in making investment decisions. For example, the indicator of doing business in 2020 shows that 115 countries out of 190 participants in the global ranking are actively reforming and simplifying the national business environment. In the ranking of "Doing Business" in the period 2013-2019, Ukraine. has a positive dynamics. Thus, in 2013, Ukraine ranked 137th in the ranking of investment attractiveness of doing business, and in 2020 ranked 64th among 190 countries.

It should be noted that Ukraine is not one of the leaders of reforms. This is influenced by: inefficiency of the state system of government and socio-economic policy, a significant decrease in people's trust in state institutions. However, ratings are actually limited in use, as "place among others" does not indicate the path of development, and even the countries that form the "top three" are not a benchmark. The problem is rather not to catch up with the "first", but to implement its own model of sustainable long-term development.

With the introduction of modern standards of management and resource provision of the sports industry there are certain problems of the socio-economic situation of Ukrainian society: demographic crisis, devaluation of traditional moral values, deteriorating health and lack of motivation to increase physical activity. That is, there is a need to ensure the development of the sports industry in the system "state – community – science – business" and the development of socially responsible economic policy.

The problem of developing social responsibility of business in Ukraine at the present stage is relevant and of paramount importance. State support is necessary for the importance of ethical and socially responsible behavior of organizations, increasing their prestige. The country should create incentives for social responsibility, provide legal conditions for social investment, flexible tax policy for charitable organizations, give

them priority when obtaining licenses, promote their experience, and so on.

Improving the management system of the sports industry in the face of dynamic changes requires the introduction of modern tools, methods, models, technologies that meet the needs of the population, taking into account the effective use of internal resources of the sports industry. In the context of globalization and decentralization of the economy, the question of applying such management methods as persuasion, stimulation and encouragement becomes relevant. These methods are complementary and interconnected, have an objective character, there is a dialectical unity between them, the degree of their use is determined by the level of development of social relations [7; 8].

So, for example, encouragement - a way of influence that through interest, consciousness directs the will of people to carry out useful, in terms of encouraging, things. Encouraging influence promotes the emergence of interest in the implementation of certain cases, obtaining material, moral and other approval.

Persuasion is a special means of legal influence. It is that the subjects of public administration comply with certain requirements as a result of their internal recognition, and not through blind obedience to the dictates of power. The main forms of persuasion carried out in public administration are: organization of state and public events aimed at solving specific tasks (accounting, control, adoption of necessary documents, conferences, seminars, round tables); education (economic, legal, moral, etc.) and personal example; explanation of public administration tasks (orally or through the media); instructing persons of the subordinate apparatus and the public on the issues of the most effective performance of the set tasks.

With the reduction of state influence on political, economic and social processes, there is a need to use new forms of government in the public sector. Old management methods based on the widespread use of power, commands, orders, strict administration should be replaced by motivating the effectiveness of public services, the priority of market-based instruments of economic regulation, innovative program-targeted strategies to improve the quality of life [4; 8]. That is, the modern way of governing society involves, first of all, a radical change in the format of relations between government and man, creating stimulating organizational conditions for the development of the sports industry in the process of transformation, adequate to Ukrainian realities, traditions, culture and best world practices.

Public policy in many countries is based on the understanding that the sports industry has great potential to promote, on the one hand, sustainable economic development and job creation, through a positive impact on social integration, education, training, health care, social security. On the other hand, building an effective management mechanism to ensure the strategic development of the sports industry, the formation of a

healthy, athletic, competitive person and the nation as a whole.

The results of a study on the level of physical activity of people in the European Union show that the indicator of the number of people engaged in various types of physical activity (aged 15 and older) is at 14%. It was found that in most European countries, the largest number of physically active people belongs to the group with the highest income. Note that at this stage, in most EU countries, the main funding for sports is provided by local governments, but the population has increased its spending on sports by almost 25% in 2019 compared to 2018 [7; 9].

This is a trend for other countries: the livelihood of the physically active population of Canada in 2019 decreased by 5% compared to a minimum of 72%, of which 90% of the highest income group. In the United States, the number of physically active people (aged 18 and older) was 51% in 2019, which is 3% less than in 2018, while the population with the highest income will be 59%. In Australia, the number of physically active population in 2019 will be 60%, which is 5% lower than last year [5; 7].

Thus, there is a general trend in the world to reduce the number of physically active people. To solve this problem, the European Commission defines physical activity, which promotes good health, as the basis of its sports activities. The organization of sports in Europe on the basis of non-profit clubs strengthens active citizenship, so there are key problems for non-profit sports organizations, in addition, it is believed that sports equal opportunities and open access to sports infrastructure can be guaranteed only through active public participation. At the same time, sustainable funding of sports, and especially sports for all, is one of the EU's priorities.

Providing public and private funding on a more reliable basis focuses on three main areas: changes in the regulatory framework (competition law, state aid rules, the state of the domestic market, tax policy); involvement of financial and investment partners, stakeholders, investment organizations, EU funds under targeted programs; exchange of best practices between different organizations and EU countries.

Conclusions and prospects for further research. Ukraine's transition to European standards of public relations, the development of a democratic state governed by the rule of law require an effective, flexible, adapted to new challenges system of government, focused on human capital development, which will accelerate innovation development. Improving the efficiency of cooperation in the system "state – community – science – business" and building a socially responsible economic policy, improving the quality of the national management system of sports is one of the main conditions for sustainable socio-economic development of the country as a whole, as well as a major factor in improving the quality of human life.

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Леонов Я. В. Современный подход к управлению спортивной индустрией в условиях неопределенности

У статті розглянуто організаційні умови функціонування спортивної індустрії, запропоновано напрями забезпечення стратегічного розвитку спортивної індустрії в умовах невизначеності. Проаналізовано можливість впровадження європейської моделі управління соціально-економічним розвитком в Україні, зроблено висновок: це пов'язано зі складними системними перетвореннями, в яких формується суспільство нової якості, підвищується рівень ділової активності та політичної відповідальності громадян, забезпечуються права і свободи людини. Ці зміни у структурі та змісті громадянського суспільства неминуче детермінують зміни у формі та сутності державної політики в системі державного, територіального та секторального управління. Проблема розвитку соціальної відповідальності бізнесу в Україні на сучасному етапі є актуальною й має першочергове значення. Тому підтримка держави необхідна для важливості етичної та соціально відповідальної поведінки організацій, підвищення їхньої престижності. Впровадження системи сучасного управління спортивною індустрією, використання кращих європейських практик управління дозволять підвищити конкурентоспроможність, ефективність та забезпечити сталий розвиток спортивної індустрії в умовах невизначеності.

Підвищення ефективності взаємодії у системі «держава – громада – наука – бізнес» та розбудови соціально відповідальної економічної політики, підвищення якості національної системи управління спортивною індустрією є однією з головних умов забезпечення сталого соціально-економічного розвитку країни в цілому, а також основним чинником покращення якості життя людини.

Ключові слова: стратегічний розвиток, регулювання, методи управління, людський капітал, спортивна індустрія, рейтингові оцінки, соціальна відповідальність бізнесу.

Leonov Ya. Modern Approach to Sports Industry Management under Uncertainty

The article considers the organizational conditions for the functioning of the sports industry, suggests ways to ensure the strategic development of the sports industry in conditions of uncertainty. The possibility of implementing the European model of socio-economic development management in Ukraine is analyzed, it is concluded that it is connected with complex systemic transformations in which a new quality society is formed, the level of business activity and political responsibility of citizens increases, human rights and freedoms are ensured. These changes in the structure and

content of civil society inevitably determine changes in the form and essence of public policy in the system of state, territorial and sectoral government. The problem of developing social responsibility of business in Ukraine at the present stage is relevant and of paramount importance. Therefore, state support is necessary for the importance of ethical and socially responsible behavior of organizations, increasing their prestige. The introduction of a system of modern management of the sports industry, the use of best European management practices will increase competitiveness, efficiency and ensure the sustainable development of the sports industry in conditions of uncertainty. Improving the efficiency of interaction in the system "state – community – science – business" and building a socially responsible economic policy, improving the quality of the national management system of the sports industry is one of the main conditions for sustainable socio-economic development of the country as a whole. man.

Keywords: strategic development, regulation, management methods, human capital, sports industry, rating assessments, social responsibility of business.

Леонов Я. В. Современный подход к управлению спортивной индустрией в условиях неопределенности

В статье рассмотрены организационные условия функционирования спортивной индустрии, предложены направления обеспечения стратегического развития спортивной индустрии в условиях неопределенности. Проанализирована возможность внедрения европейской модели управления социально-экономи-

ческим развитием в Украине, сделан вывод: это связано со сложными системными преобразованиями, в которых формируется общество нового качества, повышается уровень деловой активности и политической ответственности граждан, обеспечиваются права и свободы человека. Эти изменения в структуре и содержании гражданского общества неизбежно детерминируют изменения в форме и сущности государственной политики в системе государственного, территориального и секторального управления. Проблема развития социальной ответственности бизнеса в Украине на современном этапе является актуальной и имеет первостепенное значение. Поэтому поддержка государства необходима для важности этической и социально ответственного поведения организаций, повышения их престижности. Внедрение системы современного управления спортивной индустрией, использование лучших европейских практик управления позволят повысить конкурентоспособность, эффективность и устойчивое развитие спортивной индустрии в условиях неопределенности. Повышение эффективности взаимодействия в системе «государство – общество – наука – бизнес» и развития социально ответственной экономической политики, повышение качества национальной системы управления спортивной индустрией является одним из главных условий обеспечения устойчивого социально-экономического развития страны в целом, а также основным фактором улучшения качества жизни человека.

Ключевые слова: стратегическое развитие, регулирование, методы управления, человеческий капитал, спортивная индустрия, рейтинговые оценки, социальная ответственность бизнеса.

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BARRIERS BEFORE STUDENTS' ENTREPRENEURIAL INTENTIONS AND BUSINESS INITIATIVES – RESULTS BY EMPIRICAL STUDY OF BULGARIAN AND POLISH STUDENTS

Introduction¹

One of the main innate aspirations of people is to win, to succeed. Entrepreneurs are often seen as models for such success. A factor that undoubtedly helps young people to decide on an entrepreneurial path is an example. Success and “fail” stories of local and foreign entrepreneurs together with necessary knowledge² create a solid basement of the business. Anyway, the implementation of entrepreneurial activity is associated with risk-taking, which is an immanent characteristic regardless of business specific form. The risks that accompany entrepreneurship exist in each of the entrepreneurial process stages – they are significant in starting own business, but are not less in the next stages of development of entrepreneurial initiative. In contemporary context, entrepreneurial risk relates to the danger of material and financial losses, failures, lack of planned revenues in a changing economic environment. It is the result of uncertainty. The gradual accumulation of knowledge, including in the field of entrepreneurship, reveals to young people both new horizons for action and projects, and alerts about possible difficulties, dangers, losses and problem areas.

This article outlines the most important barriers for students that abandon or significantly reduce the execution of their entrepreneurial intentions and the start of new businesses. The barriers are based on data from a study conducted in early 2020. The target group was students, who attend Entrepreneurship classes at universities. Two universities were selected i.e. the “St. Cyril and St. Methodius” University of Veliko Tarnovo, Bulgaria and the Maritime University of Szczecin, Poland.

The selection was strictly connected with the authors' place of employment. Three different groups on each university were selected: two from the bachelor level (1st semester and 4th semester) and one from the Master level. In mentioned semesters, the students have Entrepreneurship classes. The groups from the first semester were the most numerous i.e. 30 persons, while the groups from higher semesters have consisted of 15 people. All together 120 students were questioned. There were outlined the following research questions: how the nationality, year and field of study have connection with the barriers before students to start their own business initiative?

I. Barriers before starting business initiatives (by students) – some theoretical and practical aspects

In the studies and developments of theorists and practitioners much more often can be found data on what has led to the success (“success stories”) of an entrepreneurial activity³. But it is an indisputable fact that every year at least a half of the newly formed companies close their activities. The probable reasons for this are diverse as some of them are related to the personality of the entrepreneur: they are both personal and related to his managerial skills. There are many publications with a list of most common reasons of failure in entrepreneurship⁴:

- lack of a written business plan to support the development of the idea to a real business;
- lack of stable revenues from the activity;
- business opportunities are limited;
- inability to execute;

¹ The authors' participation in the article is as follows: Veneta Hristova – I, II.1, II.2, II.3 and II.5; Piotr Wolejsza – Introduction, II.4 and conclusion.

² Pavlov, D., Sheresheva, M., Perello, M. (2017). The Intergenerational Small Family Enterprises as Strategic Entities for the Future of the European Civilization – A Point of View. *Journal of Entrepreneurship & Innovation*, Issue 9, p. 124.

³ Deneva, A. (2001). The small business – organization and problems. *Economic world Library*, 51, pp. 35-36. Svishtov, Tsenov Publishing house [in Bulgarian].

⁴ See: 10 Reasons Why Entrepreneur Fail Their Business. *HarvardEntrepreneurships*. URL: <https://www.harvardentrepreneurship.org/246/10-reasons-why-entrepreneur-fail-their-business.html> (posted on July 2, 2020).

- the presence of too many competitors in the market;
- lack of intellectual property;
- inexperienced team;
- underestimation of part of the resources necessary for the business;
- little or no marketing activity;
- early giving in.

A significant part of these failures form barriers to start own business. In a recent publication with a focus on barriers 5 main reasons are outlined¹: “no money barrier”, “no time to start a business”, “no health benefits nightmare”, “no family support” and “no confidence in your abilities”, i.e. the barriers have a source both outside the individual and directly related to her/him.

A much more detailed analysis is given in a cross-cultural study from 2010 by Giacomini, Jansses, Pruett, Shinnar, Llopis and Toney². It includes data on entrepreneurial intentions, motivations and barriers from students studying in Belgium, US, China, India and Spain. Based on questionnaire with 20 items focused on barriers the most significant among them are given below (authors have taken into account variations according country to country results):

- lack of support structure and fiscal or administrative costs;
- lack of knowledge and experience;
- economic climate and lack of entrepreneurial competencies;
- lack of self-confidence;
- risk aversion.

Some of the authors with interest in the field make different scope studies of barriers to starting a business for students by studying students in specific specialties. Khayri, Yaghoubi & Yazdanpanah studied the barriers of 100 agricultural graduated students in Zanjan University, Iran³ deriving the following, ranked in order of importance:

- weak government support for agriculture graduates;
- financial inability to provide employment arrangements in the agricultural sector;
- inefficacy of the universities in training graduates;
- disproportion courses offered in agricultural colleges with labor market needs;

- limitation of career opportunities in agriculture;
- low levels of employment knowledge and skills of agricultural graduates;
- low level of creativity in graduates because of inappropriate teaching methods in university;
- graduates lack of interest to the agricultural sector jobs.

Among the barriers identified by Iranian students, those related to university education are particularly impressive – ineffective education, inadequate teaching methods, etc., which are clearly presented as a significant obstacle for young people for their further development in entrepreneurship.

In another study conducted among 500 first- and second-year students studying management in the University of Pune, India a very serious barrier was highlighted: unavailability of capital, followed by: absence of government policies and support as it was meant that is not available easily or a bureaucratic hassle for getting various certificate and clearances is not easy; to have favourable set of environmental conditions to set up and run business along with available raw materials, etc. The conclusion is: “it seems management education is for getting corporate job instead of starting own business unlike other professional education”⁴ and despite government efforts to promote entrepreneurial careers among young people, the results are still quite poor.

224 bachelor polytechnics students studying Hospitality and catering management specialties at Takoradi polytechnic, Ghana outlined following barriers: lack of government support, lack of funding, lack of funding information about government agencies that can assist in funding business, lack of exposure, and fear of failure⁵. The authors concluded that usually these students are trained how to manage/run a related business excellently and the study indicated that most of the respondents surveyed had the intention of starting up their own business. Although they marked the challenge of knowledge of support services and facilities, and above all notable barriers that practically, prevent them from doing so. This together with other distant factors quenches the desire to take the initiative.

A kind of summary of what has been said so far can be considered the classification of barriers by Sitaridis,

¹ Zahorsky, D. Breaking the 5 Biggest Barriers to Starting a Business (January 30, 2020). URL: <https://www.thebalancemb.com/barriers-to-starting-a-business-2951831>.

² Giacomini, O., Jansses, F., Pruett, M., Shinnar, R. S., Llopis, F. & Toney, B. (2011). Entrepreneurial intentions, motivations and barriers: Differences among American, Asian and European students. *International Entrepreneurship and Management Journal*, Vol. June 2011, pp. 219–238 (p. 234, p. 226–230). doi 10.1007/s11365-010-0155-y.

³ Khayri, Sh., Yaghoubi, J. & Yazdanpanah, M. (2011). Investigating barriers to enhance entrepreneurship in agricultural higher education from the perspective of graduate students. *Procedia Social and Behavioral Sciences*, Vol. 15, pp. 2818–2822.

⁴ Paurkar, R., Kolte, As. & Jain, S. (2020). A Study of Perceived Barriers for Entrepreneurship Development among Management Students. *Test Engineering and Management*, March-April, pp. 5607-5620. URL: https://www.researchgate.net/publication/341120956_A_Study_of_Perceived_Barriers_for_Entrepreneurship_Development_among_Management_Students.

⁵ Asiedu, M. & Nduro, Kw. (2015). Polytechnic Students' Entrepreneurial Knowledge, Preferences and Perceived Barriers to Start-Up Business. *European Journal of Business and Management*, Vol.7, No.21, pp. 20-28.

& Kitsios¹. They proposed the classification after investigating 81 articles with a focus on the subject or related

subjects. Based on their research, they classify the barriers into two large groups: internal and external, presented in Fig. 1.

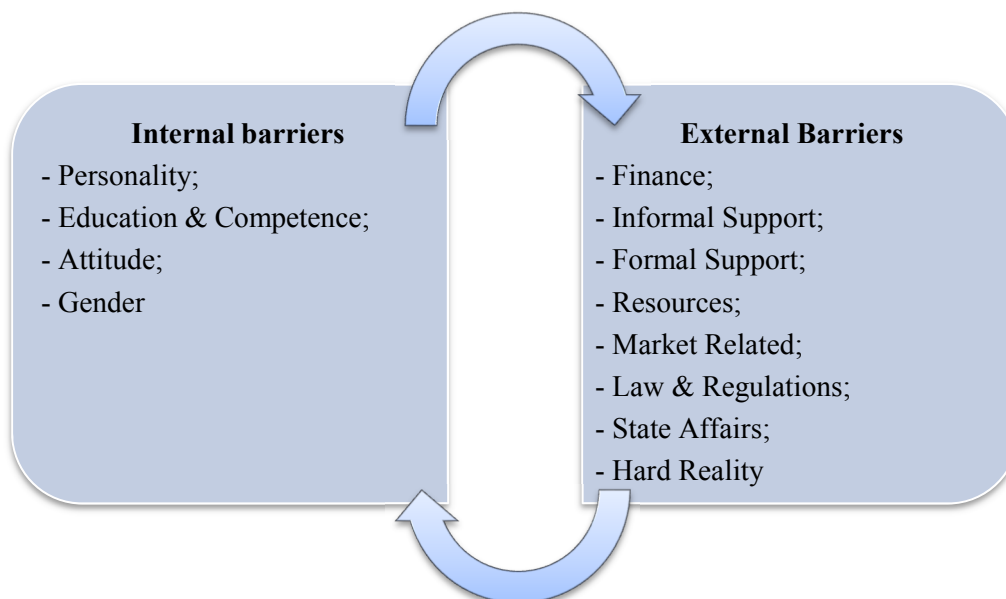


Fig. 1. Internal and external barriers by Sitaridis & Kitsios

The identified barriers were tested among 81 post-graduate students of applied informatics of University of Macedonia, Greece. Students specified two main factors influencing them concerning turning entrepreneurial intentions into real business activities: role of education to reorient students' career choices towards entrepreneurship, and additionally to make students capable of devising ways to overcome the conceivable barriers; and policy makers need to reduce the actual or perceived barriers through appropriate entrepreneurship support measures, in order to successfully overcome economic stagnation. This study proves once again that modern and adequate to the needs of students entrepreneurship education, plays a significant role in orienting them to entrepreneurial careers. Its absence or incorrect construction can be easily overcome with the help of contemporary training tools, including chatbot solutions, thus directing more young people to implement entrepreneurial projects in various formats.

II. Empirical Study Results

II.1. Research framework and questionnaire design

The study of barriers for starting a business by students studying at universities in Bulgaria and Poland was carried out in the period from January to March

2020. A total of 120 students were questioned, 60 at each university. The questionnaires consist of three sections with closed questions: intentions, motives and barriers to starting a business as for a base for its construction is used a questionnaire developed by Hristova & Vasilksa². This article analyses the results of the first and fourth sections. Opinions' analysed are given by students attending Bachelor and Master Degrees with distribution as follows:

- Bachelors 1st semester – 60;
- Bachelors 4th semester – 30;
- Masters 1st and 2nd semester – 30.

Specialties of the surveyed Bulgarian students are in the field of economy, management and business linguistics (social sciences), as specialties of Polish students are Geo-informatics, Geodesy and Cartography and Computer Science, generally speaking technical studies.

II.2. Entrepreneurial intentions for starting a business by students

Summarized data from the question regarding intentions for starting a business are given in fig. 2. Small part of the surveyed students – 12%, indicates that they do not intend to start their own business and prefer to be employed. The remaining 88% expressed a positive at-

¹ Sitaridis & Kitsios. (2016). Students' perceptions of barriers to entrepreneurship. *Εκπαίδευση, Δια Βίου Μάθηση, Έρευνα και Τεχνολογική Ανάπτυξη, Καινοτομία και Οικονομία*, 1, pp. 524-535. URL: https://www.researchgate.net/publication/317109641_Students'_perceptions_of_barriers_to_entrepreneurship [accessed Sep 13 2020].

² Hristova, V. & Vasilksa, M. (2018). On entrepreneurial intentions – some aspects of survey results. In: *Collective Scientific Book of Faculty of Economics, "St. Cyril and St. Methodius" University of Veliko Tarnovo Annual Conference, dedicated to the 25th anniversary of the Faculty establishment, 28-29.09.2017*, Veliko Tarnovo: University publishing house, ISSN 2603-4093, pp. 175 – 183.

titude towards the entrepreneurial initiative, with the majority of them – 61 out of 120 counting on the emergence of an idea that could be their own endeavour.

4% of the surveyed are ready to start within 1 year, and only 2 students have already had a small business they manage.

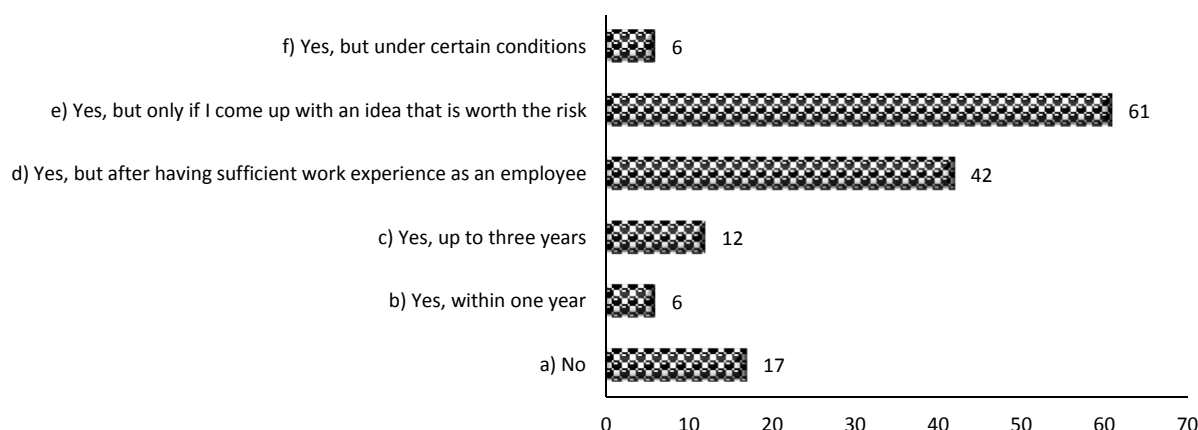


Fig. 2. Distribution of answers to question „Do you intend to start your own business“?

The data show that most of the students have intentions related to entrepreneurship in the short, medium or long term. Unfortunately, such comparable at national level data are not available for a longer period of time,

due to the partial monitoring of the indicator for Bulgaria (GEM). Although this we can see that the index in Bulgaria is with significantly lower levels than in Poland.

Table 1

Entrepreneurial intentions rate for Poland and Bulgaria (2015-2019)

Country	2015	2016	2017	2018	2019
Bulgaria	5.34	7.09	5.01	3.9	na
Poland	19.97	20.83	9.69	9.48	6.00

Source: GEM. URL: <https://www.gemconsortium.org/data>.

II.3. Main barriers that prevent students to start their own business

The summary of the data on barriers to students when starting a business showed several interesting moments:

- the ranking by importance of the data is quite different from the point of view of the nationality of the students as the strong barriers for the Bulgarian students are not the same for the Polish ones and vice versa;
- some of the very significant and insignificant barriers for Polish students have very similar values;
- a careful study of the data by Polish students indicates a number of barriers that they do not actually identify as such;
- in the data obtained from the Bulgarian students the grouping by importance of the barriers is more clearly distinguished as very strong, with medium significance and insignificant.

Based on the above, we assume that the data obtained in five scales can be summarized in a three-point scale, thus allowing for a clearer delineation of the groups of barriers relevant to the students studied. The summarized data are presented in Table 2, which shows that the most important is the barrier *"Lack or insufficient financial resources"*, which was noted by 67% of respondents. The immanent characteristic of entrepre-

neurship *"High risk and uncertainty"* (57%) is considered as a significant barrier to the implementation of future entrepreneurial initiatives. At a third place is the barrier *"Regulatory, technological and other barriers to the realization of my idea"* with 48%, followed by *"Corruption"* (47.5%), *"Lack of knowledge / insufficient information on research transfer mechanisms"* (46.7%) and *"Strong competition"* (45.8%). *"Absence / low attendance of entrepreneurial spirit and qualities in secondary school curricula"*, *"Availability and access to information"* and *"Limited access to national and international markets"* have been identified as barriers with the lowest significance around and below 30%.

As other reasons for preventing starting a business are pointed such as: laziness, demand for services in a given city, language barriers, the Right motivation, lack of experience, too much responsibility, too little professional experience, etc.

As noted, there are significant differences between the data of Bulgarian and Polish students. Undoubtedly, for both groups of questioned students the most serious problem is the lack of sufficient financial resources. However, the next most important barriers are arranged differently and indicate different problem areas in both countries. The visualization of the 5 most important problem areas is given in Fig. 3.

The summary of “What are the reasons that would prevent you from starting a business?” question, arranged in descending order by groups

Group of barriers	Barriers before students to start their own business	Not true	Neither true nor no	True
Very significant barriers	Lack or insufficient financial resources	10	30	80
	High risk and uncertainty	21	29	68
	Regulatory, technological and other barriers to the realization of my idea	27	32	58
	Corruption	32	30	57
	Lack of knowledge / insufficient information on research transfer mechanisms	27	34	56
	Strong competition	24	40	55
Significant barriers	Weak / limited government policy	20	45	53
	Absence / poor awareness of support programs	22	44	52
	My lack of knowledge and skills, despite my entrepreneurship training	34	34	51
	Poor economic climate	37	33	48
Weak barriers	Features of the workforce in the country	32	45	43
	Different perspective of SMEs and large companies	22	54	43
	Political, institutional and social context	33	44	42
	Imposed negative cultural and social norms in the country on entrepreneurship – e.g. low propensity to take entrepreneurial risk	36	39	42
	Absence / low attendance of entrepreneurial spirit and qualities in secondary school curricula	41	41	38
	Availability and access to information	50	39	29
	Limited access to national and international markets	14	25	20

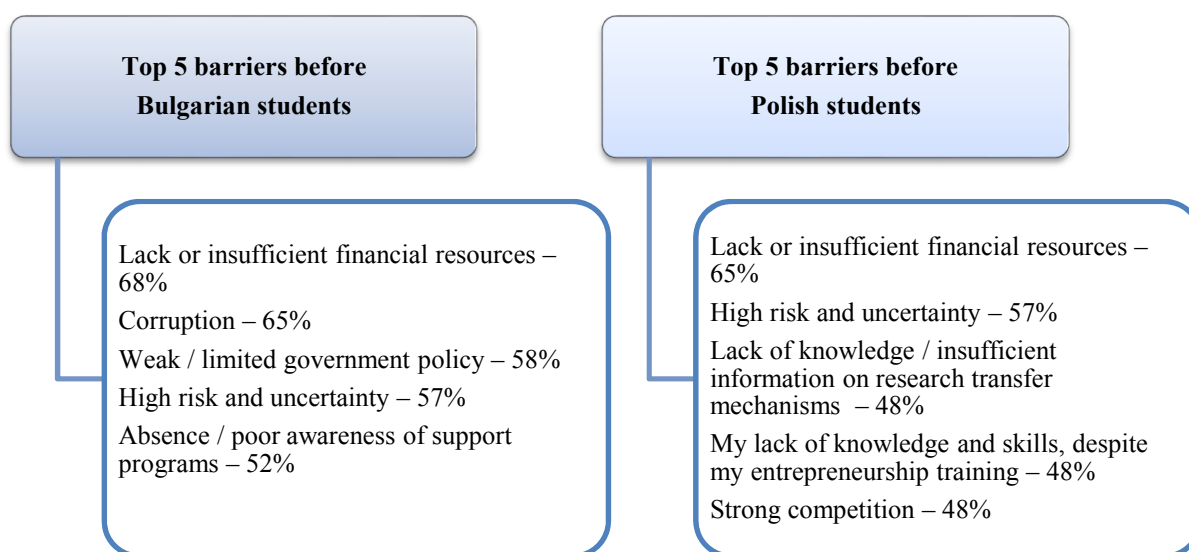


Fig. 3. Leading barriers for Bulgarian and Polish students when starting a business

The widely identified and discussed corruption problem in Bulgaria is noted as a very significant barrier by Bulgarian students, while for their Polish counterparts this problem falls into the group of barriers of little importance and as such is noted by only 1/3 of them. Bulgarian students also see a significant absence on state programs and policies in support of entrepreneurship in general. Polish students emphasize the lack of training in the acquisition of entrepreneurial knowledge and skills and rank these barriers among the most important. It is noteworthy that it seems that Polish students tend to look for the reasons for refraining from entrepreneurship

rather in themselves, while for Bulgarian students the emphasis is directed outside the individual – to the state.

From the point of the stage of students' education, the summarized data outline the following picture: for first-year students the most significant barrier for both groups of students is “Lack or insufficient financial resources”; for students from 4 semester the point of contact is about the barrier “High risk and uncertainty”, while for Master students at both studied groups we can see the barriers: “Lack or insufficient financial resources” and “High risk and uncertainty”.

II.4. Differences between groups of students in Poland

Definitely “*Lack or insufficient financial resources*” is the main challenge for young people that prevent them to start the business. Such result can be expected also in other countries and continents. In Poland, all groups, despite experience level, have chosen that answer most frequently.

The second highest scored results in Poland is “*High risk and uncertainty*”. In this case situation between groups is different. Despite this is very popular answer in the whole Polish group, it is not so common amongst younger group. It can be assumed, that during the education process, students gain knowledge, what brings them into the higher level of uncertainty. The less you know the better? A very controversial sentence, particularly in the education institution. The same meaning, but sounds better: “I know that I know nothing”. How many people after graduation can say so?

The third most popular answer “*Lack of knowledge / insufficient information on research transfer mechanisms*” brings reverse tendency. For the youngest group it is more challenging that for older groups. This conclusion is consistent with the previous one. Master group is more experienced, or at least should be more experienced that 1st semester students. At the same time, Master students, based on own experience, can identify more barriers and risks when starting own business. The ability to take risks decreases with age. Creativity level decline during the education process as we are trained, that only one answer is correct. This is the effect of the widespread use of tests to verify knowledge. And when all answers except one are wrong, it is really very risky to take any action.

As the barriers with the lowest level, Polish students indicated:

“*Limited access to national and international markets*” and “*Corruption*”. These two barriers are somehow correlated as access to the market can be limited by corruption. In other words, paying a bribe, in some countries, can open up business opportunities. Of course corruption generally limits the access to the market and therefore creates huge barrier to start the business.

II.5. Differences between groups of students in Bulgaria

The summarized data of Bulgarian students’ answers also indicated interesting differences. The studied students are economics and their disciplines focus exclusively on the peculiarities of the internal and external environment in which organizations work and develop their endeavors. This fragmentarily explains the answers they give regarding barriers to starting a business.

Regarding their entrepreneurial intentions, the most frequently mentioned answer from them was *Yes, but only if I come up with an idea that is worth the risk*. The highest results here were given by the Master students – 87%, followed by the 2nd semester students – 73% and lastly the bachelors from the 4th semester with only 40%. According to these data, it is convincing that students studying in Master programs are highly entrepreneurial in recognizing an idea that they think would be more respectable, as some of them indicated that they intend to develop entrepreneurial projects within existing business structures, i.e. they pointed out the intrapreneurial career as desired development path. These data are logical, as the specialties studied by the students suggest enhanced entrepreneurial behavior inside and outside the existing business structures. We also have to point that only 3 students – 1 from each group, have convincingly stated that they did not intend to start their own business.

Analysis of students’ data by course of studying shows that there are some differences which barriers are considered as significant and discourage students from starting their own businesses. It is an interesting fact that only half of the 1st year students pointed the lack of sufficient knowledge in the field of entrepreneurship as a significant barrier, and a significantly larger part of them emphasize the lack of funds, corruption, lack of sufficient state support and high risk. Almost similar barriers are identified by 2nd year students, but unlike 1st year students, just under half of them point to the lack of sufficient financial instruments to start a business as a very significant barrier. The masters again emphasize the barriers, lack of sufficient financial resources and corruption. It is noteworthy that the barriers indicated in third and fourth place for the three groups of students studied are identical, namely “*High risk and uncertainty*” and “*Weak / limited government policy*”.

Table 3

Summarized “Very significant” barriers before students to start own business by levels of study, %¹

	Barriers	%		Barriers	%		Barriers	%
Bachelor's degree, 1 st semester	Lack or insufficient financial resources	77	Bachelor's degree, 4 th semester	Corruption	73	Master's degree students	Lack or insufficient financial resources	73
	Corruption	60		Poor economic climate	60		Corruption	67
	High risk and uncertainty	57		High risk and uncertainty	60		High risk and uncertainty	67
	Weak / limited government policy	57		Weak / limited government policy	53		Weak / limited government policy	67
	Absence / poor awareness of support programs	57		Political, institutional and social context	53		Regulatory, technological and other barriers	67

¹ Multiply answers were accepted.

Summarizing the biggest barriers before Bulgarian students are: Lack or insufficient financial resources and Corruption. As barriers with the lowest levels, they indicate the following:

- Bachelor's degree, 1st semester – Absence / low attendance of entrepreneurial spirit and qualities in secondary school curricula – 27%;
- Bachelor's degree, 4th semester – Availability and access to information – 13%;
- Master's degree students – 27%.

Conclusion

“Lack or insufficient financial resources” is a factor which definitely joins young entrepreneurs from Bulgaria and Poland. Authors did not extend their researchers outside those countries. However, it can be assumed with the high probability, that this barrier is one of the main barriers also worldwide. From the other side it is also a very convenient excuse: “I do not have money to make a business”. It can be rephrased: “I do not have money to make money”. This is one of the main challenges for teachers, mentors, coaches etc., particularly those, who linked with entrepreneurship education. How to convince young people that it is possible to start the business without money? It is possible, when there is a proper government policy and there is no corruption. On two mentioned factors, education institutions can have an influence. It is somehow limited as it is not a direct influence. However proper education of young people should bring the desired results in the future. Education institutions have direct influence on the level of knowledge and skills among young generation. Polish students pointed out lack of knowledge and skills. This can be explained by the lack of economic education (Maritime University). Bulgarian students, who study at economic departments, do not underline this barrier. From the other side, do we need economic experience to start the business?

Final conclusion: do all those barriers, except corruption, exist only in our heads? Does the education process deliver together with knowledge more and more barriers? Does the education process create the feeling that only one solution is good (tests, tests, tests) and therefore generates a fear of taking a risk/prototype? Do children in kindergarten afraid to prototype? No, therefore they can create two times higher Marshmallow towers than business school students¹. “Imagination is more important than knowledge” Albert Einstein.

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Христова В., Волейша П. Бар'єри перед підприємницькими намірами і бізнес-ініціативами студентів – результати емпіричного дослідження серед болгарських та польських студентів

У статті представлено найбільш важливі перешкоди для болгарських та польських студентів, через які вони відмовляються від своїх підприємницьких намірів або значно скорочують їх реалізацію та відкриття нового бізнесу. Існують значні і різноманітні перешкоди на шляху здійснення підприємницької діяльності, але особливо важливо, щоб вони були позначені для молодих людей з бажанням і намірами до підприємництва. Підприємницька діяльність, що розвивається молодими освіченими людьми, дуже важлива для ініціювання та виявлення змін в структурах економіки і суспільства. Все більш важливе місце в цьому процесі займають вищі навчальні заклади, які при відповідній підготовці можуть «перетворити» наміри в реальну підприємницьку діяльність або повністю заблокувати людей з великим підприємницьким потенціалом. Мета цієї статті – виділити деякі ключові перешкоди, що заважають студентам розвивати свої ділові наміри й ініціативи. Вони засновані на опитуванні, проведеному в Болгарії і Польщі серед студентів, які вивчають підприємницькі дисципліни в університеті «Св. Кирила і Св. Мефодія» у Велико Тирново (Болгарія) і Морському університеті Щецина (Польща). На підставі цього робляться деякі висновки і даються рекомендації університетам з точки зору посилення їх ролі як зовнішніх мотиваторів для запуску студентами різних підприємницьких проєктів.

Ключові слова: підприємництво, потенціал, бар'єри, бізнес-наміри студентів, відкриття бізнесу, університет.

Hristova V., Wolejsza P. Barriers before Students' Entrepreneurial Intentions and Business Initiatives – Results by Empirical Study of Bulgarian and Polish Students

This article outlines the most important barriers for Bulgarian and Polish students that abandon or significantly reduce the execution of their entrepreneurial intentions and the start of new businesses. There are significant and diverse barriers in the implementation of entrepreneurial activities, but it is especially important that they are outlined for young people with a desire and intentions for entrepreneurship. Entrepreneurial activities developed by young educated people are very important for the initiating and identifying changes in the economy's and society's structures. An increasingly important place in this process is taken by higher education institutions, which with their adequate training can "turn" intentions into real entrepre-

neurial activities or completely lock people with great potential for entrepreneurship. The aim of this article is to highlight some key barriers preventing students to develop their business intentions and initiatives. They are based on a survey conducted in Bulgaria and Poland among students studying entrepreneurial subjects at the "St. Cyril and St. Methodius" University of Veliko Tarnovo and Maritime University of Szczecin, Poland. On this basis, some conclusions are outlined and recommendations are made to universities in terms of strengthening their role as external motivators for launching various entrepreneurial projects by their students.

Keywords: entrepreneurship, potential, barriers, students' business intentions, starting a business, university.

Христова В., Волейша П. Бар'єри перед підприємницькими намірами і бізнес-ініціативами студентів – результати емпіричного дослідження серед болгарських та польських студентів

В статті описані найбільш важливі перешкоди для болгарських та польських студентів, які відмовляються від своїх підприємницьких намірів або значительно скорочують їх реалізацію і відкриття нового бізнесу. Суть статті – виділити деякі ключові перешкоди на шляху здійснення підприємницької діяльності, але особливо важливо, щоб вони були позначені для молодих людей з бажанням і намірами к підприємництву. Підприємницька діяльність, розвивається молодими освіченими людьми, дуже важна для ініціювання і виявлення змін в структурах економіки і суспільства. Все більш важливе місце в цьому процесі займають вищі навчальні заклади, які при відповідній підготовці можуть «перетворити» наміри в реальну підприємницьку діяльність або повністю заблокувати людей з великим підприємницьким потенціалом. Мета цієї статті – виділити деякі ключові перешкоди, що заважають студентам розвивати свої ділові наміри і ініціативи. Вони засновані на опросі, проведеному в Болгарії і Польщі серед студентів, які вивчають підприємницькі дисципліни в університеті «Св. Кирила і Св. Мефодія» Велико Тирново (Болгарія) і Морському університеті Щецина (Польща). На основі цього робляться деякі висновки і даються рекомендації університетам з точки зору посилення їх ролі як зовнішніх мотиваторів для запуску студентами різних підприємницьких проєктів.

Ключевые слова: підприємництво, потенціал, бар'єри, бізнес-наміри студентів, відкриття бізнесу, університет.

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THE THEORETICAL CONCEPTS OF INNOVATIVE POTENTIAL FORMATION OF NATIONAL ECONOMY

Introduction. The transition to social development in the fourth technological way requires the search for fundamentally new concepts of forming the innovative potential of the national economy, as existing approaches and mechanisms require some transformation.

The potential of a separate system of lower (primary) level and the constituent elements of this potential directly affect the state and prospects of the national economy as a whole and, according to researchers [10; 13], it is the innovation potential that leads to the effective development of the system in the long run.

Thus, the scientific research of the main results which are presented in this article is timely and relevant.

The theoretical and methodological basis for the research of this topic was formed by the works of leading scientists who are the specialists in the issues under study, in particular, Ed.F. Aunapu [4], A. Badrak, L. Shostak [3], T. Konno [7], R. Nelson, S. Unther [11], G. Haken [14] and others; however, the fundamental importance of the studied problem, its versatility and multi-vector encourage further search and solution of these scientific challenges through the prism of the modern stage of society.

The purpose of this study is to identify and study the theoretical concepts of forming the innovation potential of the national economy.

The study was conducted in the framework of research on "The formation of theoretical and methodological foundations of economic development of the region and its assessment in the strategic perspective" (state registration number 0110U006871), "Theoretical and methodological justification and practical implementation of management of competitive advantages

of regions account of the development of enterprises of the maritime complex" (state registration number 0116U003213).

Statement of basic materials. In the process of determining the essence of any kind of potential of the economic system, the fact is recorded that the former itself is a complex system of interacting elements that can, to some extent, replace each other (be alternative and dynamic).

The potential of its detection can independently adapt and evolve with the emergence of new components and provided a balanced optimal relationship between them. Considering the essence of the process of capacity building, given that it is itself a hierarchical system, it is necessary to define in more detail the properties and qualities inherent in the system in general.

In the authors' opinion, it is advisable to distinguish between qualitative characteristics of the system at the levels of essence (quality of the system) and manifestation (set of properties). The quality of the system means a significant certainty of the subject, due to which it is a given and not another subject.

The quality of an object is related to the object as a whole, encompassing it completely and determining its specific properties.

A property is an aspect of an object that emphasizes its difference or similarity to other objects and manifests itself in interaction with them. Each object has a number of properties, the unity of which characterizes its quality [13; 15].

Given the above-mentioned, the list of qualitative characteristics and properties can be structured by highlighting the qualities of the national system, the properties of the first and second order (Table).

Qualities and properties of the national system

System quality	System properties	
	I order	II order
Hypercomplexity	Complexity	Multivalence
	Multidimensionality	Alternative
	Integrity	Stationarity
Dynamism	Uncertainty of behaviour	Adaptability
		Stability
	Nonlinearity	Stochasticity
		Evolution
		Flexibility
		Limit
	Multivalence	
Emergence	Structurality	
	Hierarchy	
	Antientropy	
Synergism	Purposefulness (teleonomy)	Multiplicity
		Combinatoriality

Hypercomplexity is a qualitative characteristic of the system as a whole, which implies the presence of such system properties of the first order as complexity, multifaceted connections of elements, components, sub-systems.

The components or elements of a system have a set of properties and connections, i.e. they are multivalent, which allows these elements to become an effective part of different types of systems.

If the properties of the system as a whole change, it will be reflected in the changing characteristics of its elements, the emergence of potential alternative states of the system and ways of development.

Dynamism as an important qualitative characteristic of the system is associated with changes in its quantitative and qualitative parameters as a whole. Depending on the depth and scale of changes in the elements, there are uncertainties and nonlinear behaviour of the system.

One of the main manifestations of behavioural uncertainty is fluctuations – small random disturbances, or bifurcations – breakthrough phenomena in economic processes.

In the zone of so-called flexible behaviour, when the adaptive capabilities of the system are not exhausted, fluctuations do not violate its integrity and decrease over time to a certain minimum value.

In the zone corresponding to the critical values of the system parameters, the fluctuations increase, leading to bifurcation changes. Uncertainty of behaviour is also manifested in changes in the state of system flexibility when it tries to adapt to the influence of the external environment.

Adaptation and evolution are most closely related to two opposite properties inherent in the hyper-complexity of the system: integrity (closeness of connections between elements and subsystems, the level of unity of the system) and the totality (weakening of connections of subsystems and elements due to change stationary states of the system at a certain stage of its development).

Nonlinearity is the ability of a system to have in its structure different stationary states that correspond to different laws of this system functioning. The realization of the adaptive capabilities of the system is stochastic due to the multivalence of connections and states of the elements.

The growth of environmental changes can lead to the transformation of adaptive changes in the system into evolutionary changes, which is associated with the emergence of new elements, properties and relationships, changes in the structure and behaviour of the system, that is, there is a limit to the preservation of the properties of the system at a certain level (borderline changes in the properties of the system or its elements).

Emergence as a complex qualitative characteristic of the system allows determining the structure of elements at all levels of the system hierarchy (with a certain system becomes a subsystem of another, more complex system).

Emergence is associated with the development of such system properties as structure (connections of elements at certain levels of system organization), hierarchy (connection of internal levels of the system) and antientropy (orientation of the system to maintain its integrity).

For any complex dynamic system, synergism is manifested both by obtaining an additional effect due to its integrity and through the use of the possibilities of integration of system elements. Combinatorial and multiplicative effects, in this case, are observed as a natural result of successful goal-setting levels and subsystems as the whole.

Scientists, referring to the list of qualitative characteristics of potentiality, define it only as the presence of alternative opportunities for system development, which can be realized under certain conditions [10].

In authors' opinion, the understanding of the potential of the system has to be based on a direct study of its most significant (system-forming) characteristics. It is the potentiality that combines the most important

qualitative features of the system: the hypercomplexity of the system, the emergence of its elements; dynamism of states and connections; the appearance of synergistic effects from the interaction of elements, and determines a certain level of system potential.

In relation to complex economic systems, the concept of "potential" is associated primarily with such types of economic potential as production, environmental, financial and credit, management, foreign economic, innovation. The innovation potential comes to the fore, which is associated with the transition to an innovative path of the domestic economy development.

Analysis of the economic aspects of the concept of "innovation potential" reveals a wide range of approaches to its study. Consider some of them:

- innovation potential is one of the three components of the innovation and information space, which includes personal and business qualities of managers, professional and economic training, professional achievements (copyright certificates, inventions, etc.), logistics and financial support [10];

- innovation potential is the implemented innovations;

- innovation potential is a set of different types of resources, including material, financial, intellectual, informational and other resources necessary for [2; 3; 16];

- innovation potential contains untapped, hidden opportunities of accumulated resources that can be used to achieve the goals of economic entities [12];

- innovation potential is a category of special content, which includes not only innovation resources and the mechanism of their use in the organizational and economic system, but also the activity of innovation processes [14];

- innovation potential as an opportunity to implement for the first time or reproduce effective innovations based on the use of own or borrowed resources [1; 7; 14];

- innovation potential as the potential of knowledge obtained in the process of realization of scientific and technical potential, i.e. innovative potential is the total capacity of scientific and technical knowledge and practical experience that provide a fuller use of economic potential resources [6];

- the innovative potential of the economic entity is considered as a set of its tools and capabilities in the implementation of its innovation strategy [11].

Analyzing the variety of selected approaches to the definition of innovation potential, it has to be noted that they can all be divided into three main groups:

- 1) resource approach, i.e. the definition of innovation potential as a set of resources or a combination thereof;

- 2) a structural approach to the definition of innovation potential, according to which its main elements such as personnel, information-methodological, logistical, scientific-technical, financial components, etc.;

- 3) process approach, according to which the innovation potential is associated with the achievement of

the goals of innovation activities of entities engaged in the development, implementation and commercialization of innovations.

According to the presented approaches, there are three levels of defining the essence of innovation potential: characterization of potential as a set of available or necessary resources; consideration of its internal structure; identification of system interaction of components of innovation potential in the process of achieving the set goals by the economic system.

Thus, researchers in their works directly touch on such qualities of innovation potential as: hypercomplexity and (to some extent) emergence and dynamism. However, in the concept of "innovation potential" they reveal not the most essential features of the studied object, but the properties of the second order (multivalence, limit, stochasticity, etc.), which are derived from systemic qualitative characteristics (dynamism, hypercomplexity, synergism, emergence).

The authors believe, the content of the concept of "innovation potential" has to begin at the conceptual level through the definition of system-quality primary categories, subordinated and coordinated with each other.

The logical connection of qualitative characteristics of innovation potential can be revealed by using an integrated approach to defining the essence of innovation potential and characterize the dialectic of formation and development of the latter.

The integrated approach, borrowing the advantages of all other approaches, allows analyzing the resource "filling" of innovation potential not as a simple set of elements, but as a dynamic hypercomplex system in which the structuring of elements occurs at certain levels of their hierarchical relationship.

The schematic diagram of the structure of resource elements of innovation potential at the first level of their hierarchical relationships is shown in Fig. 1.

The scheme presented in Fig. 1 illustrates the fact that the approach to considering the innovation potential of the national economy, only as a set of resources and opportunities for their use, is limited, because such an idea does not take into account the target characteristics of this category.

The use of resources within the innovation potential ought to be purposeful and in some way organized in order to form, coordinate and implement the innovative needs of enterprises, regions, society as a whole.

Thus, the structured purposefulness of resource elements is the key to the emergence of synergy as the most important system-qualitative characteristic of innovation potential.

The integrated approach allows supplementing the idea of the interconnection of resource components of innovation potential: it is possible to integrate resource elements of innovation potential into certain complexes, which allows more efficient maneuvering of finances, funds, personnel, information, etc.

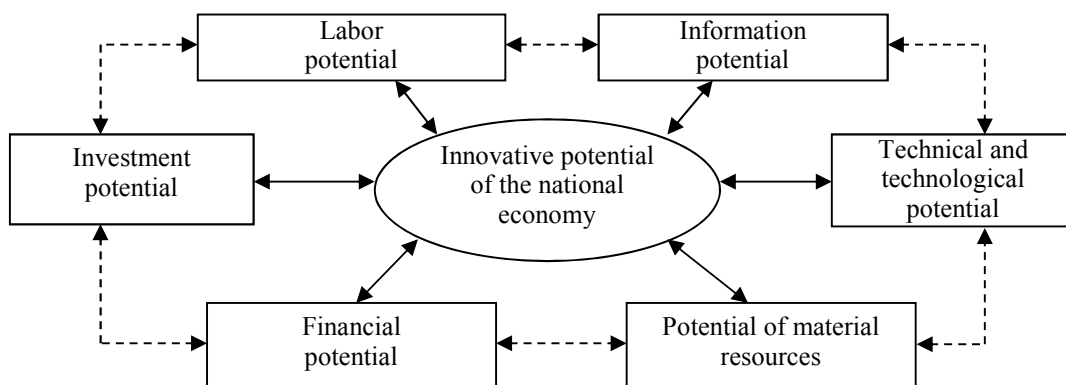


Fig. 1. Relationships of resource elements of innovation potential of the national economy – the first level of the hierarchy

As a result, the structural components of the innovation potential of the national economy of the second level of the hierarchy are formed (Fig. 2).

According to Fig. 2, the scheme of relationships of resource elements of the innovation potential of the na-

tional economy is complicated: there are integrated resource complexes of the second level, which combine resources, similar in the mechanism of action (investment and financial resources), by origin (intellectual resources, material assets).

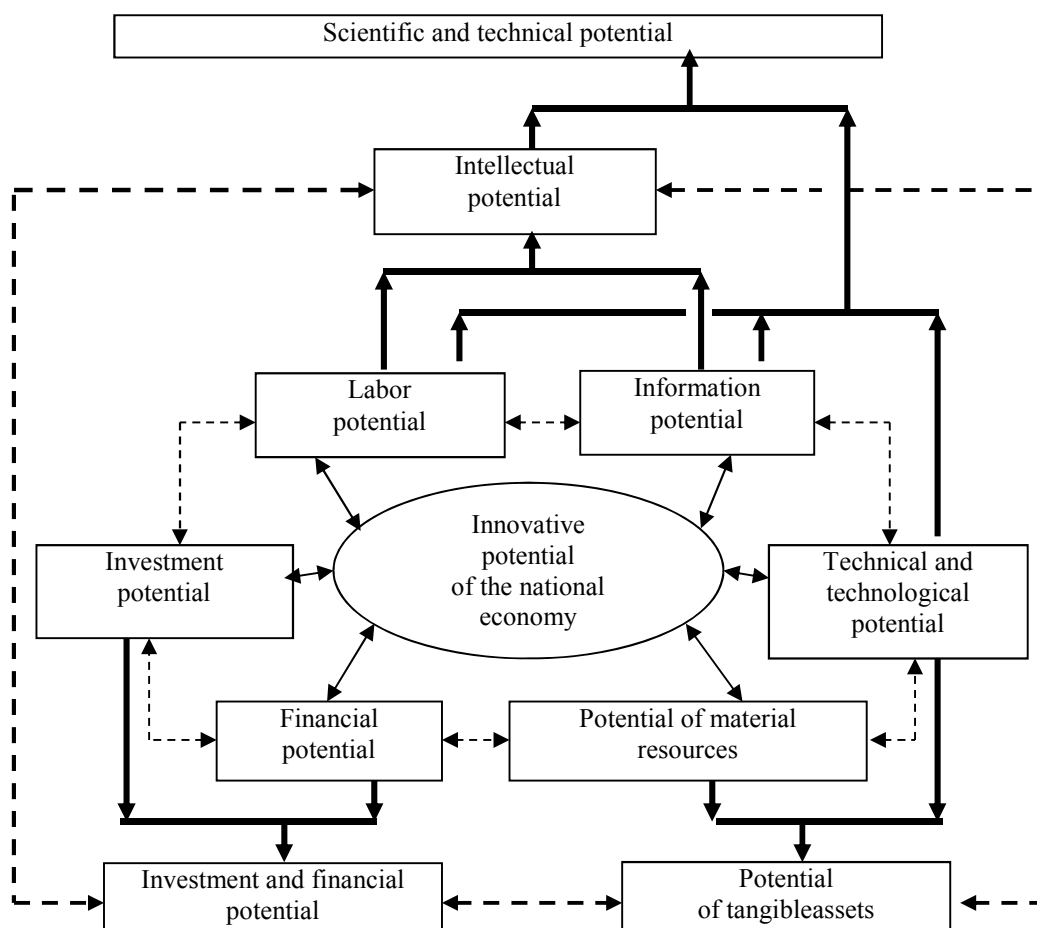


Fig. 2. Relationships of resource elements of innovation potential of the national economy – the second level of the hierarchy

According to the end result of the use of resources, the scientific and technical potential is allocated, which is mostly associated with the innovative potential and which creates conditions for the transition of the latter to a qualitatively new level of development [4].

The authors state that the transition to an integrated approach allows eliminating the shortcomings of previous structural and process approaches. The structural approach does not show the process of its further development of innovation potential and its components

under the influence of various factors. The process approach is underdeveloped because it generally provides for the exclusion from the concept of "innovation potential" of the scientific and technical component, and focuses only on the introduction and commercialization of innovations.

The study of the second level of the components hierarchy, on the principles of an integrated approach, is impossible without taking into account the dynamism of the processes of functioning of innovation potential, combining the stages of its formation, adaptation and development.

Characterizing certain stages of the functioning of innovation potential at any level of the national economic system, the idea of flexible development of micro-economic entities can be applied which is described in the works of V. Samochkin and T. Bozhidarnik, according to which the flexibility of microeconomic systems is associated with their ability to plan the process of their functioning in order to create conditions for effective reproduction of all economic processes and the ability to predict the process of its development, identifying potential and real opportunities for renewal under the influence of the environment [5; 8].

The idea of flexible development of the innovative potential of microeconomic systems, which emphasizes their dynamism, is productive, primarily because it allows separating the stages of formation and development of capacity; identifying the conditions of the transition to each stage and the problems associated with these transitions; predicting the prospects for the development of innovation potential of micro-, macro- and mesoeconomic systems.

It has also to be noted that the model of flexible capacity development, corresponding to the philosophical concept of dialectics (development) of multilevel complex economic systems and marketing and logistics concept of the life cycle, gives the ground for direct exploration of the internal structure dynamism of innovation potential.

According to this model, the formation of innovation potential can be represented as a continuous change in the cycles of its operation, when the internal set of resources (R) is formed, the ability (technical-technological, organizational) use of available resources (A) and opportunities to improve resource use models (U) established (Fig. 3).

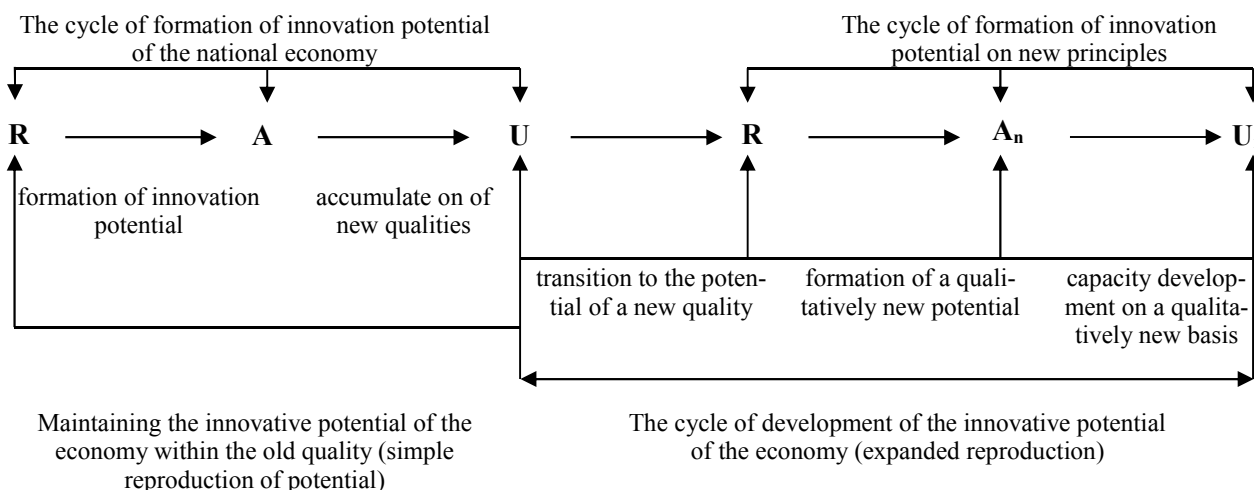


Fig. 3. Cycles of formation and development of innovative potential of the national economy

Analyzing the relationship between the states of innovation potential at different stages of its functioning within the national economy (Fig. 3), it has to be noted that the formation cycle highlights the process of organization, when based on a special selection of resources creates a mechanism of economic stability.

The accumulation of positive changes in economic processes, associated with the improvement of models, technological schemes for the use of available resources, allows creating a basis for the transition of innovation potential to a qualitatively new level (state).

The positive changes of an innovative nature that occur in the cycle of capacity building include such capabilities of the economy as:

- timely detection of innovative problems that arise in the set of consumers;

- development and implementation of new products and technologies;
- assessment of the level of innovation of national investment projects;
- identification of innovative trends in national and global markets;
- participation in the creation of a single global innovation and information space.

The accumulation of positive changes in innovation potential can create conditions for the transition to the cycle of its flexible development, when capacity building takes place at a qualitatively new level, accelerates the development and implementation of new approaches, methods and schemes for optimizing the structure of resource-functional potentials.

Defining the features of cycles of formation and development of innovation potential, it ought to be men-

tioned that there is a dialectical relationship between the stability of potential, when it is reproduced within the old quality, and flexible development, when potential is reproduced at a qualitatively new level (Fig. 4).

Formation of innovation potential		Development of innovation potential	
Sustainability potential	Adaptation potential	Upgrade potential	Flexibility potential
Potential of formation		Development potential	
Functioning potential			

Fig. 4. Matrix of states of innovation potential of the national economic system

Analyzing the matrix of potentials of the national economic system, it ought to be mentioned that the potential of sustainability can be represented as a dynamic balance between the ability and capacity of the system to maintain the integrity of the old quality of its resources, processes (reproduce them at the same level) and the ability to adapt to internal and the external environment, without rejecting the positive changes of innovative nature and thus improving the state of its innovative potential.

The comparison of cycles of formation and development of national innovation potential allows deepening the characteristic of its structural elements.

The state of innovation potential at different stages of its operation differentiates the significance of its certain components.

Thus, considering the innovation potential in statics, it can be noted that at the stage of formation of special importance are the components of the first level, such as the financial component, management of which should provide the optimal resource structure for creating and implementing innovations.

At the stage of adaptation, the components of the second level are of increased importance: intellectual, investment-financial and material. The components of the second level form additional opportunities for adaptation of innovation potential to the influence of internal and external factors, contribute to the implementation of the idea of economic development on an innovative basis.

At the stage of renewal, the components of the third level become extremely important – the scientific and technical component that is considered the impetus and criterion for further development of innovation potential, and the cultural and educational component. These components in their relationship form the innovative culture of society and the external and internal environment conducive to the innovation of economic entities.

The upgrade stage will provide a transition to the stage of flexibility potential, which indicates that the innovation potential of the system has reached a qualitatively new level of development.

The features of a new quality of innovation potential can be considered: increasing the competitiveness of

innovative products in national and global markets; reduction of innovation lag (time between development and implementation of innovations); increasing the level of specialization and cooperation of innovation entities; efficient operation of innovation infrastructure; increasing the number of knowledge-intensive innovative products, etc.

The downturn tendency in industrial production has led to Ukraine's heavy dependence on foreign trade. If in the US and Japan exports of goods account for only 8% of GDP, and in France and Poland about 22%, in Ukraine in 2010 the figure was almost 65%, mainly due to raw materials and semi-finished products [13].

It follows from the above-mentioned that given the classical structure of the economic cycle and guided by indicators that characterize the real state of the industrial economy nowadays, it can be stated that Ukrainian industry has passed the phase of depression and is in recovery.

On the basis of the conducted research, it is necessary to allocate directions of the industrial enterprise development which will provide effective use and directions of reproduction of their potential of social and economic systems:

- modernization and technical re-equipment of the main part of production facilities;
- increasing the technological level of production, expanding the level of exports through the production of high-tech products;
- increasing the level of labour potential by eliminating the unproductive use of labour resources, maintenance of surplus labour resources, hidden unemployment in various forms;
- reduction of material consumption of products and introduction of resource-saving, waste-free and low-waste technologies in order to increase the level of production of competitive products.

Conclusions. Thus, the peculiarities of the national level systems development in modern conditions revealed in the research process are a prerequisite for thorough study, improvement of existing and development of scientific and practical recommendations for building an effective management system for the formation and effective development of the national economy.

The necessity of managing the potential of the national economy, which is conditioned by the modelling of the potential development, is determined and substantiated; defining the best ways to use it.

It is proved that in relation to complex economic systems, in particular at the national level, the concept of "potential" is associated primarily with such types of economic potential as production, environmental, financial and credit, management, foreign economic, innovation, with innovation potential coming to the fore, which is associated with the transition to an outstanding path of the domestic economy development.

While analyzing the variety of approaches to the definition of innovation potential it has been established that they can all be divided into three main groups: re-

source approach, structural approach, process approach, which determine respectively three levels of determining the essence of innovation potential: characterization of potential as a set of available or required resources; consideration of its internal structure; identification of systemic interaction of the components of innovation potential in the process of achieving the socio-economic system goals.

Analysis of the relationship between the states of innovation potential at different stages of its operation, namely the stages of formation, adaptation and development, it has been defined that the formation cycle can be explicit as the process of formation when based on a special selection of resources mechanisms for the stability of socio-economic systems.

Analysis of the matrix of states of innovation potential of the national economy showed that the potential of sustainability can be represented as a dynamic balance between the ability and capacity of the system to maintain the integrity of the old quality of its resources, processes and ability to adapt to the internal and external environment, thereby improving the state of its innovation potential.

The upgraded stage will provide a transition to the stage of flexibility potential, which indicates that the innovation potential of the system has reached a qualitatively new level of development, which is characterized by increasing the competitiveness of innovative products; reduction of innovation lag; effective operation of innovation infrastructure.

Further research has to be focused on the development of economic and mathematical tools to assess the status and prospects of long-term sustainable development of individual components of the innovation potential of the national economy in order to build a multivariate model of effective management of both innovation potential and the national economy as a whole.

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Кендюхов О. В., Солоха Д. В., Танчик О. І., Белякова О. В. Теоретичні концепції формування інноваційного потенціалу національної економіки

Розглянуто основні підходи до оптимізації конкурентних переваг господарюючих суб'єктів України в контексті реалізації основних положень концепції сталого розвитку з урахуванням критерію екологічної ефективності.

Виробникам екологічних інновацій при оцінці своїх шансів на ринковий успіх слід враховувати вплив факторів екологічного тиску і негативного впливу навколишнього середовища. Існують радикальні екологічні інновації, які не мають прямих аналогів. Для даного виду інновацій при аналізі попиту та оцінці ринкових перспектив рекомендується враховувати наступні фактори: критичний рівень споживчого капіталу, критичну придатність продукту, критичний мінімальний рівень доходу, критичний рівень ризику і критичний обсяг вільного часу споживача. Швидкість подолання цих бар'єрів впливає на час, необхідний для впровадження екологічних інновацій на ринок, початок генерування попиту і збільшення продажів.

Для формування внутрішнього ринку екологічно чистої продукції необхідно створити адаптовану нормативну базу для стимулювання виробників і створення конкурентного середовища. Представлено механізм розробки стратегії розвитку господарюючих суб'єктів з виробництва екологічно чистих товарів. Стратегія представлена як узагальнююча модель дій, необхідних для досягнення мети. Стратегічні впливи доцільно здійснювати за певним алгоритмом, що представляє собою логічну послідовність.

Запропоновано процедуру сертифікації екологічно чистих товарів та алгоритм даного процесу на основі критерію екологічної ефективності виробничих систем. Сертифікація дозволяє отримати повну і достовірну інформацію про виробництво екологічно чистого товару на всіх етапах, дає споживачам гарантію дотримання норм і стандартів, що підтверджують екологічну чистоту продукції.

Об'єктивне комплексне виявлення потреб основних груп споживачів поступово формує основу функціонування ринку екологічно чистих товарів. Діагностичний підхід до його формування повинен використовуватися в поєднанні з оптимізаційним підходом, який реалізується шляхом формування та реалізації відповідної стратегії, розробки законодавчої бази, структури та інфраструктури ринку.

Ключові слова: інноваційний потенціал, національна економіка, система, якість, властивості, розвиток.

Kendiukhov O., Solokha D., Tanchyk O., Bieliakova O. The Theoretical Concepts of Innovative Potential Formation of National Economy

The main approaches to optimizing the competitive advantages of economic entities of Ukraine in the context of the implementation of the main provisions of the concept of sustainable development, taking into account the criterion of environmental efficiency, are considered.

Producers of environmental innovations should take into account the impact of environmental pressures and negative environmental impacts when assessing their chances of market success. There are radical environmental innovations that have no direct analogues. For this type of innovation in the analysis of demand and assessment of market prospects are advised to consider the following factors: a critical consumer of capital, critical suitability of the product, the critical minimum level of income, the critical level of risk, and the critical amount of free time consumer. The speed of overcoming these barriers affects the time required to introduce environmental innovations to the market, start generating demand, and increase sales.

For the formation of the domestic market of environmentally friendly products, it is necessary to create an adapted regulatory framework to stimulate producers and create a competitive environment. The mechanism for developing a strategy for the development of economic entities for the production of environmentally friendly goods is presented. The strategy is presented as a generalizing model of the actions necessary to achieve the goal. It is advisable to carry out strategic actions according to a certain algorithm, which is a logical sequence.

The procedure for certification of environmentally friendly products and the algorithm of this process based on the criterion of environmental efficiency of production systems are proposed. Certification allows you to get complete and reliable information about the production of environmentally friendly goods at all stages, gives consumers a guarantee of compliance with the norms and standards that confirm the environmental purity of products.

Objective comprehensive identification of the needs of the main consumer groups gradually forms the basis for the functioning of the market of environmentally friendly products. The diagnostic approach to its formation should be used in combination with the optimization approach, which is implemented through the formation and implementation of an appropriate strategy, the development of

the legislative framework, the structure and infrastructure of the market.

Keywords: innovative potential of the national economy, system, quality, properties and development.

Кендюхов А. В., Солоха Д. В., Танчик Е. И., Билякова О. В. Теоретические концепции формирования инновационного потенциала национальной экономики

Рассмотрены основные подходы к оптимизации конкурентных преимуществ хозяйствующих субъектов Украины в контексте реализации основных положений концепции устойчивого развития с учетом критерия экологической эффективности.

Производителям экологических инноваций при оценке своих шансов на рыночный успех следует учитывать влияние факторов экологического давления и негативного воздействия окружающей среды. Существуют радикальные экологические инновации, не имеющие прямых аналогов. Для данного вида инноваций при анализе спроса и оценке рыночных перспектив рекомендуется учитывать следующие факторы: критический уровень потребительского капитала, критическую пригодность продукта, критический минимальный уровень дохода, критический уровень риска и критический объем свободного времени потребителя. Скорость преодоления этих барьеров влияет на время, необходимое для внедрения экологических инноваций на рынок, начало генерирования спроса и увеличение продаж.

Для формирования внутреннего рынка экологически чистой продукции необходимо создать адаптированную нормативную базу для стимулирования производителей и создания конкурентной среды. Представлен механизм разработки стратегии развития хозяйствующих субъектов по производству экологически чистых товаров. Стратегия представлена как обобщающая модель действий, необходимых для достижения цели. Стратегические воздействия целесообразно осуществлять по определенному алгоритму, представляющему собой логическую последовательность.

Предложена процедура сертификации экологически чистых товаров и алгоритм данного процесса на основе критерия экологической эффективности производственных систем. Сертификация позволяет получить полную и достоверную информацию о производстве экологически чистого товара на всех этапах, дает потребителям гарантию соблюдения норм и стандартов, подтверждающих экологическую чистоту продукции.

Объективное комплексное выявление потребностей основных групп потребителей постепенно формирует основу функционирования рынка экологически чистых товаров. Диагностический подход к его формированию должен использоваться в сочетании с оптимизационным подходом, который реализуется путем формирования и реализации соответствующей стратегии, разработки законодательной базы, структуры и инфраструктуры рынка.

Ключевые слова: инновационный потенциал, национальная экономика, система, качество, свойства, развитие.

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PROBLEMS OF OVERCOMING POVERTY IN THE WORLD AND IN UKRAINE (ON THE EXAMPLE OF VOLUNTEERING AND VOLUNTOURISM)

Problem statement. Today, the problem of poverty is global in nature, it is one of the key problems of society, the prerogative of the activities of many international institutions, the main social strategy of the 21st century, on the one hand, and one of the most painful problems of our time, on the other. A significant part of the world's population suffers from it, it limits the possibilities of human development, generates large-scale social and political conflicts, and poses a threat to the unity of societies and the security of countries.

The processes of globalization are substantively and structurally complex. They affect the economies of states in different ways, increase competition between business entities, and form a new environment for both national development in general and for the functioning of the world market [1].

The economic crises of our time affect the standard of living of the population, the rise in prices, the discrepancy between the incomes of different strata of the population, do not allow ensuring the minimum subsistence level and determine the prevention and overcoming of poverty to one of the most pressing global problems of our time. This problem is recognized by the world community as complex, requiring a gradual solution, positioning the prospects for the future.

The relevance of the topic is understood by the authors in the global socio-economic and political context in the context of permanent changes and transformations of the world. Poverty is a universal human phenomenon. It has spread to all continents, has become one of the key formations of society and the prerogative of the activities of many international institutions. International documents record the existence of the problem of poverty and determine the main directions of the 21st century to overcome it. The most authoritative of them is the UN Millennium Declaration, which defines the global Millennium Development Goals. The declaration became the basis for the social development strategy of the world community. It defines the goal of minimizing

trends in the spread of poverty, preventing it in the future in various models and concepts.

Analysis of recent publications on the problem.

The current economic state of the countries of the world, the aggravation of the problem of poverty have led to an active study of this issue by sociologists, economists, psychologists, and politicians.

D. Göldi, N. Birdsol, A. Bulatov, V. Pankov, Y. Stolyarchuk investigate the problem of poverty and ways to overcome it in the context of globalization. Poverty in the socio-economic aspect is studied by leading scientists: Y. Arkhangelsky, A. Borodin, I. Gnibidenko, R. Darendorf, E. Libanova, V. Kravchenko, N. Kovalenko, A. Novikova, I. Prikhodko, L. Cherenko. But the issues of uneven distribution, redistribution of income and stratification of the population, the emergence and spread of poverty in conditions of uncertainty, and the main ways and forms of overcoming poverty in Ukraine are still poorly defined.

Selection of previously unsolved parts of the overall problem. The problem of overcoming poverty requires further theoretical and methodological substantiation. It is important that it takes into account the peculiarities, interconnections and experience of economic, social and political solution of the problem at the international and national levels. Particular attention should be paid to the study of the forms of overcoming poverty and the negative consequences of the population's obstruction and the impact of these processes on the development of the economy and social life.

The aim of the article is to study the problems of poverty and determine the priority directions and forms of overcoming it in Ukraine based on the study of world experience.

Setting objectives. Poverty as a phenomenon is defined in society by insufficient resources to meet the physiological and social needs of a person, limited access to decent living conditions, reduced self-esteem and social responsibility, and so on. Poverty also de-

depends on traditions, norms of behavior, values of different peoples and states.

Poverty is the financial, socio-economic, moral and psychological state of a person (family, population), in which it is impossible to ensure the satisfaction of all the primary needs of the population, consumer spending of people exceeds income, there is a mass reluctance and impossibility of the population to realize its capabilities.

The UN documents highlight four main manifestations of poverty: low life expectancy; low professional and educational training; lack of basic components of a normal life (clean drinking water, medical services, quality food); removal from public life [2].

Often the individual citizen does not depend on his finding him below the poverty line. The main groups of reasons provoking poverty in the country are political (martial law), medical, social (disability, old age), financial (devaluation, crisis, low wages), geographic (uncomfortable and undeveloped territories), demographic (high percentage of incomplete families), personal (alcoholism, drug addiction, gambling), qualification (insufficient level of education).

To fight poverty, the European Union officially launched the European Year against Poverty and Social Inclusion on 21 January 2010. The aim of this initiative was to draw the attention of citizens, government bodies and social partners to the problems of overcoming poverty in Europe, as well as to mobilize the European community to strengthen social integration and social dialogue in the fight against poverty [1].

In world scientific practice, scientists use various concepts, approaches and methods to study human poverty. The most common is the absolute concept, based on comparing the income required to satisfy a certain list of the minimum needs of a person with the income that he receives. The relative concept considers a person or a family poor if their incomes are below the standard of living that is accepted in their society. The subjective concept involves identifying poor people on the basis of their self-esteem [3].

In the study of poverty, it is very important to obtain quantitative estimates of it. For this, various techniques are used. For a comprehensive assessment of the poverty of the population, statisticians use the definitions of «extreme form of poverty», «poverty level», «depth of poverty», «average and total income deficit of the poor» [4].

Quantitative research has shown that there is an overall decline in poverty in the world, but despite this 3.4 billion people on the planet do not meet their basic needs. The poverty line for people living in lower-middle-income countries is up to \$ 3.20 a day. In upper-middle-income countries, the figure is \$ 5.50. The world's extreme poverty is measured by a person's life on less than \$ 1.90 a day.

According to Eurostat information on the poverty level in the EU countries, in 2019, 22.5% (112.9 million people) of the population of the European Union was on

the verge of poverty or social exclusion. Every fourth resident of the European Union was undernourished or in need of social support. The poorest are the population of Bulgaria, Greece and Romania. In these countries, more than a third of residents need additional income. Least of all the poor are in the Czech Republic, Finland and Slovakia [5].

In 2016, 23.4% of residents of the European Union countries were at risk of poverty or social disadvantage. Consequently, over 3 years, the poverty rate in Europe fell by 0.9%. Over the period 2008-2019, this indicator decreased by 1.2%. The share of low-income EU residents in 2017 was 16.9%, compared to 17.3% in 2016 (-0.4%) and 16.6% in 2008 (+ 0.3%).

According to a report by the International Monetary Fund (IMF), Ukraine is the poorest country in Europe. In terms of GDP per capita, it is better to only reduce the situation in Moldova. Ukraine ranks 134th in the world with \$ 2,656.01 of GDP per capita, and Moldova – 133rd in the world with \$ 2,694,469 GDP per capita.

In 1991-2000, Ukraine's population sharply and significantly stratified in terms of income. But since 2001, absolute poverty in the country has been gradually decreasing. This continued until the economic crisis in the world and the systemic crisis in the country in 2008-2009 [6].

The political crisis, the annexation of Crimea, and the armed conflict in Donbass have significantly complicated the economic situation in Ukraine. Due to the reduction in production and the loss of part of the country's industrial and export potential, GDP fell by 28.1% in 2014, and by 31.3% in 2015. 1654 thousand people were left without work in 2015. The living standards of most Ukrainians have plummeted. This led to the emergence of new types of poor (refugees, internally displaced persons). Today there is a threat of stagnant poverty, when poor families have no hope of raising their own standard of living.

In 2016 alone, the number of people living below the poverty line in Ukraine doubled – from 28% to 58% with an almost unchanged relative indicator. Today, about 23% of families with pensioners and about 38% of families with two children live below the poverty line. According to the UN, below the poverty line in Ukraine today is 78% of the population.

2017 was a watershed in the poverty situation in Ukraine. For the first time since 2013, government agencies have succeeded in reducing poverty. But the rise in relative poverty shows that the poor have benefited less from the results of economic growth than the rest of the population.

Therefore, the study of poverty problems in Ukraine is becoming increasingly important for identifying socially vulnerable segments of the population, determining its underlying causes and creating an effective social policy to reduce its scale. The main problem is that Ukraine does not have a comprehensive system

that effectively tackled poverty problems. Public administration is not engaged in a policy of preventing poverty, but only struggling with its consequences [2].

The most pressing issues are poverty among the working population and the poverty of families with children. Every fourth family with children, in which all adults work, are classified as poor. The employed have a stable source of income, but do not have the opportunity to lead a full life. The most objective signs of poverty in Ukraine are: lack of work as a source of subsistence for an employee's family, lack of normal living conditions, low quality of food and significant expenditures of families on food in the structure of their income, inability to use paid medical and educational services, low professional and educational training, and also short life span.

The problem of social support for the population has not yet been resolved - only 57% of people from the category of the poor receive at least one type of social assistance. The level of poverty in rural areas remains high (32.3%), which significantly exceeds the level of poverty in cities (20.2%) [2].

Poverty in Ukraine is characterized by a number of national characteristics. This is a significant social and property stratification, the impoverishment of a significant part of the population in the presence of a relatively high social status (level of education, qualifications, social ties), the spread of poverty to the working population; low standard of living of the population in general and the development of social infrastructure in particular.

Addressing these problems requires urgent and effective economic steps. Therefore, the study of optimal strategies for the development of foreign countries can become the basis for overcoming poverty.

The implementation of reforms in Ukraine is aimed at introducing European living standards. Restoring and stimulating economic growth is a top priority. The main tasks in this direction are the introduction of new economic mechanisms for the restoration of production, stimulation of economic growth and social progress, as well as the creation of conditions for ensuring the stable development of industries. These aspects are of particular relevance for addressing poverty issues. Without economic growth, it is impossible to influence poverty. But economic growth and living standards are closely and indirectly linked. Therefore, an effective social policy is needed, which is aimed at reducing income differentiation and the formation of a middle class as the driving force of society.

The UN notes that absolute poverty in Ukraine has been overcome. But the relative poverty is 78%. Consequently, in this part, the Ukrainian consumer basket is less than the world-defined poverty line - \$ 17 per day [7]. At the national level, relative poverty is measured by the median expenditure. If a family spends less than 75% of the median per month, then it is poor. With this approach, almost every fourth person in Ukraine is considered poor [6].

Thus, at present, insufficiently effective mechanisms for overcoming poverty are used in Ukraine. This is evidenced by its high level. Therefore, solving this problem requires the development of a system of comprehensive scientifically grounded and effective measures that should take into account the profile, specifics and features of the formation and spread of poverty, the reasons for its occurrence and ways to overcome it, as well as a more effective strategy for overcoming poverty and the economic mechanisms for its implementation. It is necessary to move from the tactics of survival to the strategy of development, from the fight against poverty to the growth of the middle class.

The middle class has not yet been formed in Ukraine, but there are groups in the social structure of the population that have some of the following characteristics: an appropriate level of income, a high level of education and qualifications, moderate political conservatism, an interest in maintaining social and political stability, and rejection of the ideology of marginalization.

A powerful middle class is the dominance of an active life position in society (the desire to independently ensure the well-being of their families); the presence of internal sources of investment (the population invests a significant part of the earnings in business, education, life, etc.); high paying capacity of the population and a large-scale domestic market (demand creates supply, which leads to economic growth, increased employment, incomes, etc.); domination of democratic principles of public administration, in particular, the adoption of state administrative decisions with the participation of the population and accountability of state bodies.

Poverty needs to be viewed through the lens of integrated factors. The reasons for the formation and escalation of poverty in the social space include a set of unified prerequisites:

- 1) natural and geographical factors (climate, intensive use of lands and a decrease in their fertility, incomplete use of national resources or their lack, energy imbalance);

- 2) economic factors (macroeconomic instability, inflationary trends, lack of elasticity of supply and demand and inappropriate pricing, which are little correlated with real indicators of buyers' ability to pay, lack of jobs and high unemployment, excessive tax burden, the impossibility of the existence of free private initiative due to legal or economic collisions, excessive administrative pressure, etc.);

- 3) medical support (poor availability of high-quality medical care, impaired mental activity due to the presence of chemical and physical components that disrupt the activity of thinking and corresponding physical functioning and the inability to ensure their own autonomy and independence, social diseases – AIDS, malaria, tuberculosis, the subjective disasters of alcoholism, drug abuse, etc., directly act in the cycle of biophysical problems of poverty);

4) problems of public administration (the lack of democratic transformations that affect the level of spread of social policy and integral bases of the social sphere according to the "residual mechanism", weak legal regulation of the problem of prevention and obtaining education and relevant professional competencies for an autonomous existence, a high level of political corruption, which make it impossible for the stable and permanent development of social doctrine, the spread of the ideals of social equality and social justice in the macro- and microspace) [5];

5) social and demographic factors (overpopulation and lack of birth control, demographic transitivity, the spread of crime, historical factors of colonialism or imperialism, bipolarity of society and the possibility of the middle class to be the main engine of social progress, war, genocide or ethnocide, cultural transformations of age, gender, racial, caste discrimination or stereotyping, personal beliefs and one's own choice of a religious concept with a specific basis of doctrine).

The issue of overcoming poverty in the world today, it is regulated by the European Social Charter, as well as the Sustainable Development Goals for the period from 2015 to 2030, approved at the UN summit. Accordingly, this issue is topical in Ukraine as well. In 2015, the leaders of 193 countries at the UN Sustainable Development Summit adopted 17 global goals that will achieve three important results over the next 15 years: ending extreme poverty, fighting inequality and injustice, and tackling the challenges of climate change. The Sustainable Development Goals are the first to define the elimination of poverty in all forms and everywhere.

In order to overcome poverty, the EU has developed the following priority areas of activity:

- increasing the link between social protection, education and training through an active employment policy;

- modernization of the social protection system, ensuring its stability, adequacy and accessibility for all;

- elimination of barriers to access to education and retraining of personnel at all age stages of human life, with special attention to the most disadvantaged groups;

- helping families to fight child poverty;

- provision of decent housing for vulnerable groups, development of comprehensive approaches to combating homelessness;

- improving access to quality services in such areas: healthcare, social services, transport, new information and communication technologies;

- elimination of gender discrimination, ensuring the social integration of persons with special needs (disabled people), as well as ethnic minorities and immigrants;

- prevention of over-indebtedness of citizens [2].

The strategy for the implementation of these tasks provides for cooperation between the member states of the European Union and Ukraine, government bodies of various levels and non-governmental organizations. In most countries, it was possible to reduce the level of

poverty due to the extensive development of the sphere of production and services and the maximum involvement of the working-age population in the labor process. As one of the ways of such cooperation is cross-border and cross-border cooperation, in the context of the national priorities of Ukraine; integration aspirations with the EU. These areas are a powerful catalyst for transformational shifts that can partially solve the problems of employment of the population of border areas [8].

However, despite certain positive shifts, the problem of poverty remained extremely urgent and is acquiring new features. Forecast expectations provided for further international division of labor and deepening and expansion of globalization processes. However, the modern world is faced with the problem of uncertainty, which has brought the problem of human survival to the fore. Therefore, it became important not only the national level of development of the health care system, but also the steps that are being taken by states to stabilize economic systems. These conditions require extraordinary measures on the part of states, the basis of which can be a self-sufficient national economic system. A more stable and developed economy has every chance to overcome the negative consequences of destabilization in a shorter time frame.

As a result of the drop in business activity, the most vulnerable strata of the population are the unemployed, who do not have a permanent income and work on piecework wages. In addition, this group of people should include pensioners, disabled people, single-parent families [9]

Vulnerable and capable of replenishing the number of the poor is a group of the population that has returned from European countries, where they earned a living for themselves and their families, and which, for objective reasons, are unable to return to their jobs. This situation leads to an increase in the supply of labor in Ukraine and an increase in the number of unemployed.

The negative trends that characterize the present can be overcome by a well-founded and purposeful policy of stabilizing the economy. It should optimally combine the possible achievements of macroeconomic development and short-term economic scenarios as a means of overcoming uncertainty.

In these conditions, the main directions of poverty reduction that Ukraine should implement are economic growth, equating the minimum living wage, minimum wage, and pensions to real values; GDP growth and human development index; reduction of inflation, taxes, unemployment.

Thus, overcoming unemployment presupposes the introduction of a new quality of life, social, economic and democratic European standards. This is impossible without solving the problems associated with macroeconomic stabilization in the country, the implementation of effective policies at all levels of government.

Volunteering and voluntourism are some of the ways to solve these problems. World experience considers these areas as forms of social work, which are able

to overcome the effect of abstraction of people from social problems and poverty, to form a model of collective participation in the elimination of the latter, to restore human values [10]. Volunteering and voluntourism developed especially in the USA, where these movements originated in the 19th century. It was then, at the initiative of F. Roosevelt, within the framework of the New Deal policy, with the aim of reducing the unemployment rate (and, accordingly, poverty), the Civilian Conservation Corps was created. The program gained extraordinary popularity among the population, becoming the prototype for a large number of mass actions [11]. It is also worth noting the support of volunteering and voluntourism by public authorities in the USA, Canada, Australia, England, Italy, Japan and other developed countries. They view volunteering and voluntourism as movements that contribute to the maintenance and strengthening of the basic principles of democracy, primarily by involving a large number of citizens in the decision-making process in society. The public administration of these countries provides significant support to volunteering and voluntourism, including through the adoption of legislative acts that stimulate their development, the creation of a system of state volunteer centers and special volunteer and voluntourism programs. [12].

In Ukraine, the development of volunteering and voluntourism dates back to the early 90s of the XX century. In 1992, a network of social services for young people began to actively develop. Now volunteering and voluntourism in our country are especially relevant and important. The reason for this is as follows: such activities are a way in which every member of society can participate in improving the quality of life (in particular, eliminating poverty). According to the research «Volunteer Movement in Ukraine», commissioned by the UN in Ukraine in 2014, Ukrainians attach great importance to volunteering and voluntourism in the development of social processes: 62% recognize their role in the current changes in society; 85% believe they are helping to build peace; 81% are inclined to believe that they are a mandatory component of civil society. A similar process is observed in the regions of Ukraine [13].

Conclusions and suggestions. Poverty is a multifaceted socio-economic phenomenon that is inherent in any country in the world, regardless of the level of its economic well-being. Politicians, economists, sociologists should work together with the analysis of the current state and dynamics of social development. On the basis of the analysis, it is necessary to develop precisely such paths that will be effective in the realities of the functioning of the state. It is impossible to overcome poverty without government. And the problem of poverty requires close attention from government agencies. Otherwise, it can develop into a major social problem for the country.

Poverty cannot be avoided. But this phenomenon needs to be controlled and regulated. Poverty becomes a social problem when it gets out of state control and becomes stagnant and chronic. Overcoming poverty in all

forms remains one of the greatest challenges facing humankind.

The fight against poverty and inequality in Ukrainian society should be a priority of state policy. The European experience shows that it is necessary to act more actively at the local level, given the large role of local factors in the implementation of national policies. First of all, for this, the declared course towards budgetary decentralization must be implemented in practice. In addition, third sector organizations should become full partners of government agencies in the development and implementation of policies to overcome poverty.

A feature of the period that Ukraine is going through is the intersection of the economic and political aspects of reform. If the economic problem is to develop effective measures to combat poverty, then the political task is reduced to achieving the legitimacy of power. And this is possible only if the standard of living of the population rises.

To determine further ways to overcome poverty in Ukraine, it is necessary to provide the working-age population with jobs and decent wages. This will make it possible to eradicate poverty among working citizens and significantly reduce the level of poverty among low-income, socially vulnerable segments of the population.

The current state of the standard of living of the population of Ukraine requires an improvement in the quality of life of the most numerous (and not only the poor) strata of the population. This will become the basis for the formation of a middle class – the foundation of social stability.

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Борецька Н. П., Крапівіна Г. О. Проблеми подолання бідності в світі і в Україні (на прикладі волонтерства та волонтуризму)

У статті розглядаються глобальні проблеми сучасності. Одна з них – бідність.

Метою статті є вивчення проблеми бідності і визначення пріоритетних напрямків і форм її подолання в Україні на основі вивчення світового досвіду.

Бідність – багатогранне соціально-економічне явище, властиве будь-якій країні світу незалежно від рівня її економічного розвитку. Механізм обов'язкового соціального страхування, який передбачає високі пенсії, допомоги по безробіттю, догляду за дітьми та якісну медичну допомогу (в тому числі волонтерську), широко використовується в світі для боротьби з бідністю.

Проблема подолання бідності вимагає подальшого теоретичного і методологічного обґрунтування. Важливо враховувати особливості, взаємозв'язок і досвід економічного, соціального та політичного вирішення проблеми на міжнародному та національному рівнях. Особливої уваги потребує вивчення форм подолання бідності і негативних наслідків зuboжіння на-

селення і впливу цих процесів на розвиток економіки і суспільного життя.

У процесі дослідження розглянуто сутність категорії бідності, її причини, поняття й індикатори для вивчення бідності, які використовуються в світовій практиці.

Показано, що позитивна роль соціальної інтеграції в подоланні бідності визначається на основі виявлення та аналізу можливостей впровадження в Україні ефективних механізмів державного управління для запобігання негативним наслідкам бідності на основі зарубіжного досвіду.

Розглянуто рівень бідності й обґрунтовано шляхи вирішення проблеми бідності в сучасних умовах.

Оцінюються показники бідності в ЄС і Україні.

Розглядаються напрямки скорочення бідності, які повинна досягти Україна, а саме: економічне зростання; оновлення мінімального розміру оплати праці та мінімальної заробітної плати, пенсій до реалістичних значень; зростання ВВП і підвищення індексу людського розвитку; зниження інфляції, податків, безробіття.

Показано, що з введенням безвізового режиму у громадян України з'явилася можливість працевлаштування в європейських країнах. Це збільшує прибутковість українських сімей і знижує рівень бідності в країні. Ще один напрямок подолання бідності – нетрадиційні форми зайнятості, в тому числі онлайн-робота, виконавці якої, як правило, менше часу витрачають на виконання доручених завдань і заробляють більше мінімального доходу.

Показано, що світовий досвід демонструє можливість подолання бідності суспільства в цілому і його верств завдяки розвитку волонтерства та волонтуризму.

Ключові слова: бідність, дохід, економічне зростання, шляхи подолання бідності, політична нестабільність, державне управління.

Boretskaya N., Krapivina G. Problems of Overcoming Poverty in the World and in Ukraine (on the Example of Volunteering and Voluntourism)

The article deals with the global problems of our time. One of them is poverty.

The purpose of the article is to study the problem of poverty and determine the priority directions and forms of overcoming it in Ukraine based on the study of world experience.

Poverty is a multifaceted socio-economic phenomenon inherent in any country in the world, regardless of the level of its economic development. The compulsory social insurance mechanism, which provides for high pensions, unemployment benefits, childcare and quality medical care (including volunteer), is widely used in the world to fight poverty.

The problem of overcoming poverty requires further theoretical and methodological substantiation. It is important to take into account the peculiarities, interconnection and experience of economic, social and political solutions to the problem at the international and national levels. The study of the forms of overcoming poverty and the ne-

gative consequences of the impoverishment of the population and the influence of these processes on the development of the economy and social life requires special attention.

In the course of the study, the essence of the category of poverty, its causes, concepts and indicators for the study of poverty, which are used in world practice, are considered.

It is shown that the positive role of social integration in overcoming poverty is determined on the basis of identifying and analyzing the possibilities of introducing effective mechanisms of public administration in Ukraine to prevent the negative consequences of poverty on the basis of foreign experience.

The level of poverty is considered and the ways of solving the problem of poverty in modern conditions are substantiated.

Poverty indicators are assessed in the EU and Ukraine.

The directions of poverty reduction, which Ukraine should achieve, are considered, namely: economic growth; updating the minimum wage and minimum wage, pensions to realistic values; GDP growth and an increase in the human development index; reduction of inflation, taxes, unemployment.

It is shown that with the introduction of a visa-free regime, citizens of Ukraine have the opportunity to work in European countries. This increases the income of Ukrainian families and reduces the level of poverty in the country. Another area of overcoming poverty is non-traditional forms of employment, including online work, the performers of which, as a rule, spend less time on assigned tasks and earn more than the minimum income.

It is shown that world experience demonstrates the possibility of overcoming poverty in society as a whole and its strata through the development of volunteering and voluntourism.

Keywords: poverty, income, economic growth, ways to overcome poverty, political instability, public administration.

Борецкая Н. П., Крапивина Г. А. Проблемы преодоления бедности в мире и в Украине (на примере волонтерства и волонтуризма)

В статье рассматриваются глобальные проблемы современности. Одна из них – бедность.

Целью статьи является изучение проблемы бедности и определение приоритетных направлений и форм ее преодоления в Украине на основе изучения мирового опыта.

Бедность – многогранное социально-экономическое явление, присущее любой стране мира, независимо от уровня ее экономического развития. Механизм обязательного социального страхования, который предусматривает высокие пенсии, пособия по безработице, уходу за детьми и качественную медицинскую помощь (в том числе волонтерскую), широко используется в мире для борьбы с бедностью.

Проблема преодоления бедности требует дальнейшего теоретического и методологического обоснования. Важно учитывать особенности, взаимосвязь и

опыт экономического, социального и политического решения проблемы на международном и национальном уровнях. Особого внимания требует изучение форм преодоления бедности и негативных последствий обнищания населения и влияния этих процессов на развитие экономики и общественной жизни.

В процессе исследования рассмотрены сущность категории бедности, ее причины, понятия и индикаторы для изучения бедности, которые используются в мировой практике.

Показано, что позитивная роль социальной интеграции в преодолении бедности определяется на основе выявления и анализа возможностей внедрения в Украине эффективных механизмов государственного управления для предотвращения негативных последствий бедности на основе зарубежного опыта.

Рассмотрен уровень бедности и обоснованы пути решения проблемы бедности в современных условиях.

Оцениваются показатели бедности в ЕС и Украине.

Рассматриваются направления сокращения бедности, которые должна достичь Украина, а именно:

экономический рост; обновление минимального размера оплаты труда и минимальной заработной платы, пенсий до реалистичных значений; рост ВВП и повышение индекса человеческого развития; снижение инфляции, налогов, безработицы.

Показано, что с введением безвизового режима у граждан Украины появилась возможность трудоустройства в европейских странах. Это увеличивает доходность украинских семей и снижает уровень бедности в стране. Еще одно направление преодоления бедности – нетрадиционные формы занятости, в том числе онлайн-работа, исполнители которой, как правило, меньше времени тратят на выполнение порученных заданий и зарабатывают больше минимального дохода.

Показано, что мировой опыт демонстрирует возможность преодоления бедности общества в целом и его слоев благодаря развитию волонтерства и волонтеризма.

Ключевые слова: бедность, доход, экономический рост, пути преодоления бедности, политическая нестабильность, государственное управление.

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SOCIAL RISKS AS A FACTOR OF REGULATION OF THE SYSTEM OF SOCIAL PROTECTION OF THE POPULATION IN UKRAINE

Formulation of the problem. According to modern methodological principles, the mechanism of regulation of social protection of the population (SPP) is based on the category of "social risk". This concept was introduced into scientific circulation in accordance with such international acts as: ILO Convention and Recommendation № 10 (1952) on minimum social security standards; № 128 (1967) on disability benefits, old age and in case of loss of a breadwinner; European Social Security Code (1964 and 1990); European Charter of the Fundamental Social Rights of Workers (1989), etc.

Risk is a measure of expected failure, the possibility of losing certain values or the occurrence of adverse events. From the point of view of social life, all risks are social, but distinguish purely social risks. They are considered as "measures of the expected consequence of a certain phenomenon, the occurrence of which is associated with the probability of loss or restriction of economic independence and social well-being of man" [1, p. 345]. They are associated with the danger of social deformations and disproportions in the functioning and development of man, society, state [2, p. 100].

Analysis of recent research and publications. In domestic theory and practice, the issue of assessment and prevention of social risks is covered in the works of N. Boretska, T. Boyarchuk, E. Libanova and other scientists. To create an effective system of SPP requires a comprehensive and systematic analysis of social risks, their qualitative assessment, measurement, forecasting.

The purpose of the article is to determine the impact of social risks on the state of social protection of citizens of Ukraine.

Presentation of the main research material. Social risks are considered the cornerstone of social protection, seen as its goal. They need to be taken into account to prevent the deterioration of social security conditions in general and the most vulnerable in particular. Social risks include the loss of a permanent source of income in the event of unemployment; disability due to illness, accident, old age, pregnancy, the need to care for children; death of the breadwinner, etc. These risks are massive, arise as a result of certain events that are known and have a permanent, predictable nature.

They usually depend little on the behavior of the individual and are determined mainly by social and economic conditions. The classification of social risks is important for the organization of the SPP system. Each country determines social risks based on the socio-economic situation, based on the norms of international conventions (ILO Convention № 102 and the European Social Security Code). According to this Code, social risks are divided into traditional and non-traditional [2, p. 46-49].

Traditional risks include loss or reduction of income due to objective circumstances: illness, unemployment, old age, occupational injury, occupational disease, child support, pregnancy and childbirth, disability, loss of breadwinner. They are typical and have the highest probability in everyone's life. They are taken into account when providing social benefits through the social insurance system. In Ukraine, traditional risks are reflected in the Law of Ukraine on Compulsory State Social Insurance (Article 26) [3].

According to the methodological approaches to the concepts of "human capital" and "social protection" recommended by international organizations in the context of globalization, it is proposed to expand the list of life circumstances that disrupt a person's normal life and which he can not overcome alone. Such social risks are considered unconventional. In European countries, these include support for families with children, upbringing and education of children, care for sick children and parents, assistance for the construction and maintenance of housing, financial support for mothers for the period of interrupted vocational education for up to five years per child, poverty etc.

In countries where active family policy is pursued by equalizing family expenses, family social benefits are provided outside the social insurance system through taxes. In Ukrainian legislation, non-traditional social risks are regulated by a number of laws. They are most fully formulated in the Law of Ukraine "On Social Services" [3]. In order to measure social risks, a mechanism of social expertise is used. It provides for the development, comparison and compliance with the require-

ments of state social standards and regulations based on risk monitoring and assessment of social potential.

From a legal point of view, the Ministry of Social Policy of Ukraine is a central executive body, whose activities are directed and coordinated by the Cabinet of Ministers of Ukraine and which ensures the formation and implementation of state policy in labor and social policy, social protection, volunteering, family and children, rehabilitation and recreation of children, adoption and protection of children's rights, prevention of domestic violence, social protection of war veterans and participants in the anti-terrorist operation, including

providing their psychological rehabilitation, spa treatment, technical and other means of rehabilitation, housing, provision of educational services, organization of funerals, social and professional adaptation of discharged servicemen, persons discharged from military service and participants in the anti-terrorist operation. Since the objects and subjects of social policy are on the one hand state institutions, and on the other – the population, it is advisable to consider a comprehensive system of social protection as a state institution of care for the most vulnerable (Fig. 1).

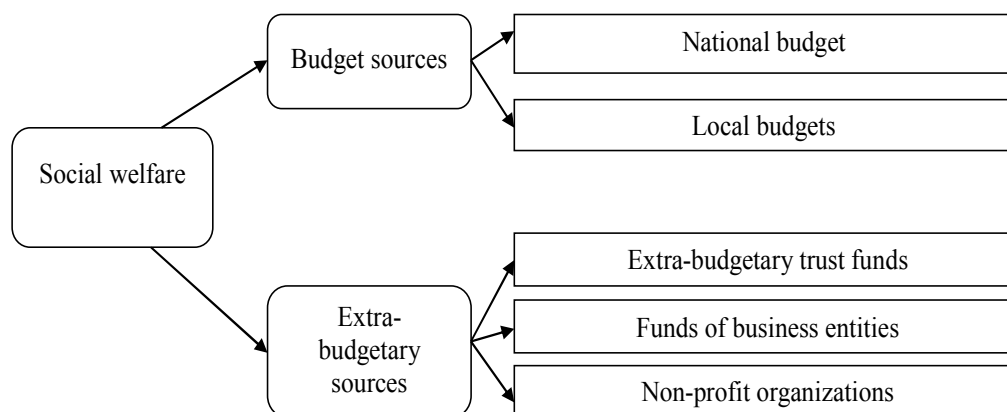


Fig. 1. Types of sources of funding for social security
(formed by the authors based on source [4])

To see the real amount of expenditures on social protection and social security in Ukraine, it is necessary to identify those that in practice are financed from other budget expenditures, but in fact are aimed at addressing certain issues in the field of social protection and social security.

The main sources of financial resources in Ukraine are funds accumulated as a result of taxes and insurance contributions to the state and local budgets, state funds of compulsory state social insurance, non-governmental organizations that provide social insurance (insurance companies, private pension funds). At the same time, a significant part of social expenditures is carried out at the expense of household incomes and social expenditures of employers, which are carried out without paying insurance contributions to any specific social insurance funds.

Thus, the main sources of funding for social protection in most countries are: 1) contributions paid by employees and employers on a mandatory or voluntary basis to public or private social insurance funds; 2) tax revenues that form part of total state revenues; 3) investment income from the placement of accumulated funds of public or private social insurance funds in the financial markets; 4) private funds. Equally important is the use of available financial resources.

The social protection system covers all types of public and private social programs that are aimed at supporting various categories of the population in the event

of such a need under the influence of social risks. A significant problem in the financial provision of social protection in Ukraine is that the state directs a significant part of financial resources to support the population that does not need such assistance, which negatively affects the living standards of the most vulnerable. In addition, the national social protection system is characterized by the presence of a large number of in-kind transfers, the share of which is about 13%.

Despite the significant size and growing trend of social spending, many social programs and benefits in Ukraine are extremely poorly funded. Some types of social benefits in some years were not funded at all or their size was reduced by law, as the State Budget of Ukraine did not have enough funds for this (for example, childbirth assistance, etc.). The dispersion of public financial resources and the difficult economic situation in the country directly affect the size of basic state social standards (subsistence level, minimum pension, minimum wage). The dynamics of these indicators are shown in table 1.

The analysis of the data in Table 1 showed that the size of the minimum pension in Ukraine is many times less than the value of the minimum consumer basket, which is the basis for determining the subsistence level and, in fact, the subsistence level itself. Such an imbalance indicates an extremely low level of social protection of the country's population.

Dynamics of the size of the main state social standards of Ukraine in 2014-2019
(compiled by the authors based on sources [5])

Indexes	Years					
	2014	2015	2016	2017	2018	2019
Minimum pension	949	949	1074	1295	1409	1564
Minimum salary	1218	1271	1438	3200	3723	4173
Subsistence level	1176	1227	1376	1604	1745	1936
Minimum consumer basket	1052	1129	1169	1446	1745	1936
Average monthly salary	3470	5230	6475	7105	8867	10783

The social protection system of Ukraine has a number of problems that need to be addressed immediately: non-transparent legal framework, the presence of a large number of ineffective social benefits, imperfect funding system and bureaucracy in social protection bodies.

Budget financing of social security in Ukraine also has a number of problems, especially at the local level. Improving the financial security of social protection is impossible without strengthening the financial base and increasing the financial independence of local budgets. The state system of financing social benefits, privileges and assistance remains one of the main components of the general and comprehensive system of social protection of Ukraine and needs to be reformed, changes in approaches to organizational principles of providing and financing state social assistance, introduction of new ways and methods.

Material resources will allow to work more effectively for the benefit of those in need of social protection. 41.5 times in 2019, compared to 2014, increased state support for local and regional development in addition, in 2019 a subvention for the construction, reconstruction, repair and maintenance of public roads of local importance in the amount of 14.7 billion. UAH [6].

Let's analyze the unemployment rate in Ukraine in recent years. The global financial crisis, the occupation of Crimea and the situation in the east of the country have caused significant damage to Ukraine. That is why the largest reductions in employment at the beginning of the crisis were in sectors such as industry and construction.

Over the past four years, the unemployment rate in Ukraine has fallen by 0.5%. Such data were published

in January 2020 by the State Statistics Service of Ukraine [7].

During the quarantine, which lasts from March 2020, according to the Decree of the Cabinet of Ministers of Ukraine of March 11, 2020 № 211, due to the threat of spreading a new coronavirus infection, the level of real unemployment in Ukraine has increased. Thus, according to the Chamber of Commerce and Industry, in the first two weeks of quarantine the number of unemployed increased by 500-700 thousand, and in the next two weeks – in April – another 500-600 thousand people were added. In general, at least 2.5-2.8 million people in Ukraine are unemployed today. According to the estimates of the Chamber of Commerce and Industry of Ukraine, the unemployment rate today is 13.7-15.4%. This is the highest figure for the last 15 years [6].

Unemployment is a macroeconomic problem caused by such factors as structural changes (intersectoral, intra-industry, regional) in the economy (e.g., introduction of new technologies, curtailment of production in traditional industries, closure of technically backward enterprises), declining economic development, seasonal fluctuations in production, insufficient aggregate demand, inflation, imperfect labor legislation, low level of vocational training and retraining, inadequate level of employment programs and demographic processes [8].

Consider the dynamics of the number of unemployed and the unemployment rate in Ukraine for 2016-2020 (Table 2). According to the State Statistics Service of Ukraine, the number of unemployed is steadily declining every year from January to September, and in 2020 the number of unemployed has risen sharply.

Table 2

Dynamics of the number of unemployed and the unemployment rate in Ukraine
(formed by the authors on the basis of the processed source [6])

Years	Unemployed population		
	on average, thousands of people	% to the economically active population	registered unemployed
2016	1677,5	9,7%	407,2
2017	1697,3	9,9%	352,5
2018	1577,6	9,1%	341,7
2019	1486,9	8,6%	338,2
2020	2500,0-2800,0	13,7 % - 15,4%	900,0

In 2016, for 9 months, 341.5 thousand people found a job, thousands of people who were unemployed at the beginning of the year, in 2017 this trend continued: in September there were 303 thousand fewer unemployed than in January [9], in 2018 – 417.3 thousand people thousand people who were unemployed at the beginning of the year [10]. In 2020, from the beginning of the quarantine (from March 12 to July 31, 2020), 395 thousand people received the status of unemployed, which is 71% more than in the same period last year.

However, it should be noted that recently the growth in the number of registered unemployed has stopped. Thus, in April, 149 thousand people received the status of unemployed, in May their number was 97 thousand people, in June – 75 thousand people, in July – 68 thousand.

During the quarantine, the specialists of the employment centers do not stop selecting suitable vacancies for the unemployed and qualified staff for employers. From March 12 to July 31, 2020, 222 thousand citizens managed to find work, including 151 thousand unemployed.

The crisis caused by the coronavirus infection has, without exaggeration, made significant adjustments to the Ukrainian labor market. In the field of employment, there was a significant decrease in the number of vacancies, along with an increase in the number of unemployed citizens. As of the beginning of August, 8 unemployed people applied for one job.

Among the main problems in the field of social protection of the population of Ukraine, which require immediate solution, are the following: extremely high level of state participation in the field of social protection, extremely weak participation in its functioning population; extremely rapid growth in the cost of services provided by health care, education, culture, which does not correspond to their quality; inefficiency of budget management of available financial resources both by the main managers, and separate social establishments; lack of funds to finance measures in the field of social protection.

The financial security of social protection should also be analyzed in terms of achieving its goals. Fig. 2, 3 show the dynamics of wage arrears in Ukraine and the dynamics of real disposable income of the population of Ukraine.

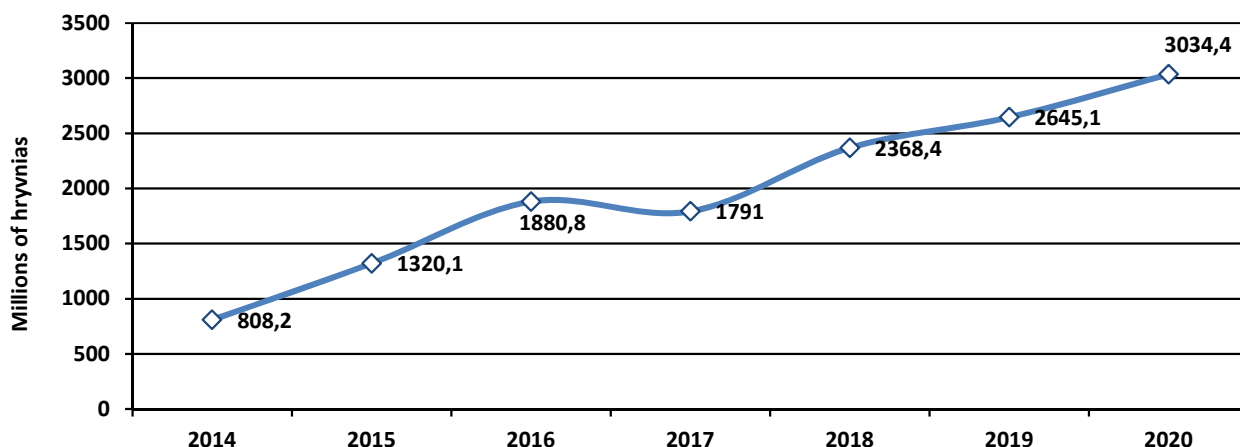


Fig. 2. Dynamics of wage arrears in Ukraine (compiled by the authors based on source [6])

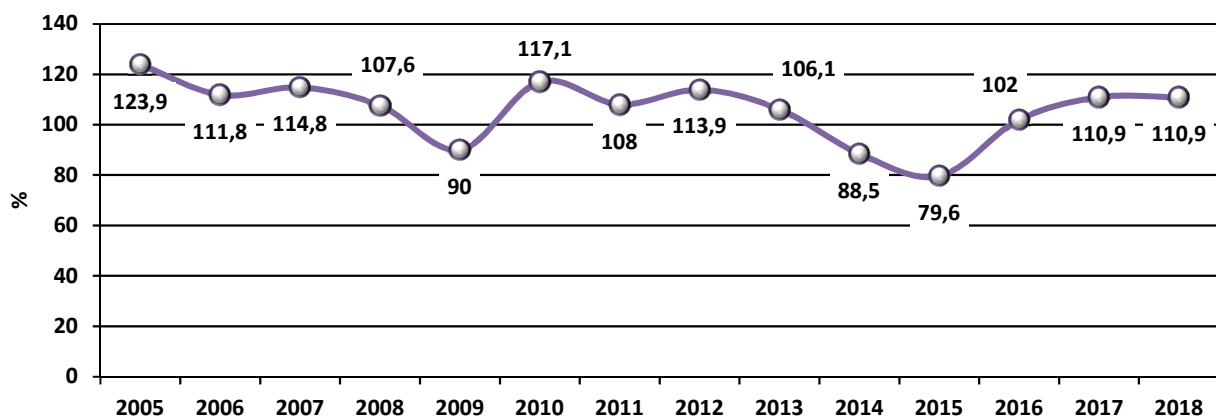


Fig. 3. Dynamics of real disposable income of the population of Ukraine (compiled by the authors based on source [6])

It should be noted that each individual social program provides for the achievement of its specific goals, which allows to assess the effectiveness of their funding not only in the country as a whole, but also in individual regions. At the same time, all the goals of individual social programs provide for the achievement of the main goals of the social protection system: reducing poverty, increasing incomes, reducing inequality and increasing life expectancy.

In general, current trends in the financial provision of social protection in Ukraine do not meet the challenges posed to society by the current socio-economic and demographic situation, which negatively affects both the level of funding and its effectiveness. Further development of social protection in Ukraine is possible only under the condition of deep structural reorganization as the social protection system itself (reduction of social benefits and privileges; increase of targeting; reduction of the number of in-kind transfers, etc.), and the basic conditions and principles of financing (expanding the share of private funds; increasing funding for social programs based on the cumulative principle; increasing the monetization and targeting of social benefits, etc.).

Today in Ukraine the following strategic directions of social policy development have been identified:

- increasing attention to the demographic policy of the state, which will perform the function of regulating the psychological propensity of people to a particular demographic behavior, which at the same time will need social protection and help solve a number of social policy issues;
 - creation of ecologically and socially safe living conditions;
 - protection of citizens from inflation through timely income indexation;
 - limiting unemployment and stimulating employment;
 - repayment of arrears of wages and social benefits;
 - development of social infrastructure, creation of conditions for upbringing, education, spiritual development of children, youth, etc. [11].
- Assessing the impact of traditional and non-traditional risks listed in Table 3 on the social security of the individual, it can be noted that almost all of them affect, and often significantly affect the well-being of citizens.

Table 3

Respondents' assessment of the degree of impact of traditional and non-traditional social risks on the social protection of citizens (compiled by the authors based on sources [4])

	Significantly affects	Affects	Indirectly affects	Perhaps affects, and perhaps and does not affect	Not affects
The possibility of disease	156	170	54	39	8
Income level	204	184	28	8	3
Number of children in the family	129	194	56	31	16
Loss of a breadwinner	258	121	21	14	15
Retirement age	73	201	88	54	15
The possibility of work-related injuries	146	162	59	47	13
Homelessness (possibility of insecurity)	205	140	46	20	19
Professional qualification level	85	183	102	40	19
Employment	91	217	86	28	5
Guaranteed quality of goods and services in the relevant markets	70	152	110	75	19
Security from criminal	99	133	110	68	15
State social guarantees	115	176	78	43	15
Civil rights and freedoms	83	164	94	60	22
How the current financial and economic crisis is affecting your well-being	221	132	56	30	69

The problem is that most of the factors that cause social risks are poorly predictable, incompletely controlled. Social risks can be quantified only by the probability of their occurrence.

Thus, the progressive and dynamic development of Ukraine today should focus on the socialization of the economic system with full consideration of the needs, interests of the population, its incentives for productive work to realize their own professional potential, com-

prehensive development, receiving a decent reward for work.

The priority of solving social problems logically follows from the objective need to create conditions for dynamic, balanced socio-economic development of the regions of Ukraine, their optimal integration into the world economic space, which puts forward new requirements for the process of population reproduction, formation of social and labor resources, relations, develop-

ment of all spheres of life of the population and its main component – labor. In this regard, it is necessary to transform the functions of the state in the management of social development.

The evolution of modern methods of state regulation should take place in the direction of increasing their flexibility, shifting the emphasis from regulatory and restrictive measures to purely stimulating ones.

Conclusions. Social processes, including social risks, are characterized by incompleteness, vagueness and uncertainty and do not allow a sufficient degree of formalization. Uncertainty arises, first, in the presence of a significant number of social risk measurements. Secondly, it is also present in the case when some qualitative characteristics are fuzzy "blurred" in nature.

One of the significant obstacles to the effective implementation of social policy in our country is the insufficient level of its financial security in combination with irrational planning, distribution and inefficient use of available financial resources. Official statistics show the existence in the last decade of a stable, pronounced trend of budget financing of social expenditures on a residual basis with a simultaneous annual decrease in their share in the structure of expenditures of the consolidated budget of Ukraine and GDP.

This contradicts the provisions of the Constitution, which proclaims the social orientation of the economy of our state, the main duty of which is to affirm and ensure human rights and freedoms as the highest social value. In this regard, an important national task is to find effective mechanisms for planning and implementing social spending, taking into account the best foreign experience, which would allow to fully implement the priorities of social policy.

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Болотина Є. В., Стешенко Н. Л., Ткаченко В. О., Чаленко В. П. Соціальні ризики як чинник регулювання системи соціального захисту населення в Україні

У статті здійснено класифікацію соціальних ризиків на традиційні і нетрадиційні та їх вплив на регулювання системи соціального захисту населення в Україні. Виявлено сучасні проблеми фінансування сфери

соціального захисту населення в Україні та окреслено шляхи їх подолання. Наведено динаміку заборгованості з виплати заробітної плати в Україні та динаміку реального наявного доходу населення України за 2005-2018 роки. Доведено, що однією із вагомих перешкод на шляху ефективної реалізації в нашій країні соціальної політики є недостатній рівень її фінансового забезпечення у поєднанні з нерациональним плануванням, розподілом і неефективним використанням наявних фінансових ресурсів. Представлено оцінку респондентами ступеня впливу традиційних і нетрадиційних соціальних ризиків на соціальну захищеність громадян. Визначено, що поступальний та динамічний розвиток України сьогодні повинен орієнтуватися на соціалізацію економічної системи з найповнішим урахуванням потреб, інтересів населення, його стимулів до продуктивної трудової діяльності для реалізації власного професійно-кваліфікаційного потенціалу, всебічного розвитку, одержання гідної винагороди за результати праці.

Ключові слова: соціальний захист, соціальні ризики, заробітна плата, безробітне населення, місцеві бюджети, соціальна політика.

Bolotina Y., Steshenko N., Tkachenko V., Chalenko V. Social Risks as a Factor of Regulation of the System of Social Protection of the Population in Ukraine

The article classifies social risks into traditional and non-traditional and their impact on the regulation of the social protection system in Ukraine. The modern problems of financing the sphere of social protection of the population in Ukraine are revealed and the ways of their overcoming are outlined. The dynamics of arrears of wages in Ukraine and the dynamics of real disposable income of the population of Ukraine for 2005-2018 are presented. It is proved that one of the significant obstacles to the effective implementation of social policy in our country is the insufficient level of its financial support in combination with irrational planning, distribution and inefficient use of available financial resources. Respondents' assessment of the degree of impact of traditional and non-traditional social risks on

the social protection of citizens is presented. It is determined that the progressive and dynamic development of Ukraine today can focus on the socialization of the economic system with full consideration of the needs, interests of the population, its incentives for productive work to realize their own professional potential, comprehensive development, receiving a decent reward for work.

Keywords: social protection, social risks, wages, unemployed population, local budgets, social policy.

Болотина Е. В., Стещенко Н. Л., Ткаченко В. О., Чаленко В. П. Социальные риски как фактор регулирования системы социальной защиты населения в Украине

В статье осуществлена классификация социальных рисков на традиционные и нетрадиционные и их влияние на регулирование системы социальной защиты населения в Украине. Выявлены современные проблемы финансирования сферы социальной защиты населения в Украине и очерчены пути их преодоления. Приведена динамика задолженности по выплате заработной платы в Украине и динамика реального имеющегося дохода населения Украины за 2005-2018 годы. Доказано, что одним из весомых препятствий на пути эффективной реализации в нашей стране социальной политики является недостаточный уровень ее финансового обеспечения в сочетании с нерациональным планированием, распределением и неэффективным использованием имеющихся финансовых ресурсов. Представлена оценка респондентами степени влияния традиционных и нетрадиционных социальных рисков на социальную защищенность граждан. Определено, что поступательное и динамическое развитие Украины сегодня должно ориентироваться на социализацию экономической системы с наиболее полным учетом нужд, интересов населения, его стимулов к продуктивной трудовой деятельности для реализации собственного профессионально-квалификационного потенциала, всестороннего развития, получения достойного вознаграждения за результаты труда.

Ключевые слова: социальная защита, социальные риски, заработная плата, безработное население, местные бюджеты, социальная политика.

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ANALYSIS OF REFORMING THE PENSION SYSTEM OF UKRAINE: IMPLEMENTATION PROBLEMS AND DEVELOPMENT PROSPECTS

Formulation of the problem. Pension provision is an element of the pension system that ensures sustainable socio-economic development of the state as a whole. In today's conditions, the issue of reforming the pension system of Ukraine in order to increase the level of social security of citizens and protection from financial and economic troubles is becoming relevant. Ukraine's pension system has been operating in its current form since 2004 and formally consists of three levels of pension provision. The three-tier pension system will allow to distribute between its components the risks associated with changes in the demographic situation and with fluctuations in the economy and capital market.

This distribution of risks will make the pension system more financially balanced and sustainable, which insures employees against lowering the overall level of income after retirement.

Characterizing the demographic situation of the country, it should be noted that today the birth rate is too low, and the migration of able-bodied people has increased significantly. The share of pensioners in the total population is 26%, and by 2050 it will increase to 38%, i.e., there are 4 pensioners per 10 working people, in the future the forecast ratio will be 10 : 8. [1].

Thus, the high level of demographic burden on the working population, the presence of a significant number of working benefits to pay contributions to the Pension Fund of Ukraine and low wages, which in one third of workers is not higher than the subsistence level, currently cause imbalance of the solidarity system, pension insurance systems and the development of private pension provision.

Raising the minimum old-age pension to the subsistence level, which is not in line with wage growth and the real financial capabilities of the Pension Fund of Ukraine, may lead to a financial crisis in the pension system [1].

The existing problems of pension provision of citizens actualize the topic of this study and will allow to focus attention on the strategic direction of reforming the pension system of Ukraine.

Analysis of recent research and publications.

The issue of reforming the pension system was covered in the research of such domestic scientists as: O. Vysh-

nevskaya, who paid great attention to the analysis of international experience in reforming the pension system [1].

In her works, she analyzes the experience of European countries in reforming the pension system in the context of the possibility of its application in the realities of modern Ukraine; considers the pension systems of individual EU countries, which are based on three-tier models, which include a solidarity-distribution scheme with a basic level of pension and accumulative and are combined in different versions; Determines that for all countries of the European Union, one of the most painful issues of pension reform is the issue of retirement age, as it affects the interests of several generations of current and future retirees.

The general tendency to increase the retirement age, the author proposes to be under the influence of a number of demographic, economic and social factors. The author's position on the development of Ukraine's pension system is that for our country further study of the experience of European countries and successful design solutions will be useful for their application in building and reforming their own pension system, which will avoid negative trends due to socio-economic realities of modern society.

M. Grabovska and V. Zaika, who in their works carefully studied the organization and activities of private pension funds [2] noted the following: the definition of the term "accumulative pension system" and the mechanism of legal regulation of the accumulative pension system; the expediency of paying attention to the possibility of applying different doctrinal approaches to the explanation of the concepts of the accumulative pension system and the application of the legal mechanism to these concepts is emphasized; also proved the need to finalize our Ukrainian legislation for the viability of the funded pension system as a private pension fund, and, as an alternative to the solidarity pension system, in today's world. R. Picus, A. Chemistry in the works of which the issue of reforming the pension insurance system was studied was noted in the following [3]. Namely: the study reveals the factors that determine the structural pension reform in Europe, and the possibility of its implementation in Ukraine; the historical stages of origin and development of pension insurance in the world are determined; two main models of pension systems have

been identified; the change of economic opinion of leading European scientists on pension insurance under the influence of time and transformations in economy is considered; the reasons on the basis of which in the post-war period the reform of pension insurance systems in Europe took place are studied; the history of the emergence of the first accumulative programs and the creation of private pension insurance, which led to structural reforms in Western Europe; various factors influencing the probability of structural pension reform in any country and the possibility of such a reform in Ukraine are studied.

Also, recently the process of pension reform is actively covered in publications in periodicals. The works of E. Libanova, T. Kiryan [4], M. Shapoval [5] are devoted to the study of pension system reform in terms of the introduction of the accumulative component. In the works of these authors the perspective directions of reforming the national pension system, ways of strengthening the stimulating role in the pension system, the impact of the introduction of the accumulative component of the state pension insurance system on increasing the level of social protection in Ukraine are considered.

The specific features of the national pension systems of different countries, the world experience of reforming the social sphere are described in detail in the works of these famous scientists. At the same time, there are still no established positions on the methodological basis for the introduction of the cumulative level – from the timing to the form and models of the cumulative component.

Selection of previously unsolved parts of the overall problem. Given the great theoretical and practical value of the work of scientists, the problems of the pension system remain insufficiently studied, in particular the achievement of strategic goals and objectives of reform.

The purpose of the article. Research of problems of realization of reforms of pension system of Ukraine and outline of prospects of its further development for achievement of strategic purposes and tasks of reforming.

The contribution of the main research material. The deterioration of the socio-economic situation in Ukraine, at present, has dramatically changed the lives of the population and led to a deepening stratification of society in terms of income, as a consequence: to differentiate the living standards of the population.

Pension provision is the main form of social protection system. According to the Law of Ukraine "On Pension Provision", citizens of Ukraine are entitled to state pension provision by age, disability, in connection with the loss of a breadwinner and in other cases provided by this law. The share of retirees is 28.6 percent of the total population. The share of pension benefits reached 43 percent in total social transfers (social assistance and benefits from all sources of funding) and 21 percent in total household income.

The pension reform, which began in 2004, envisages the replacement of the current pension system with a modern three-tier insurance system.

The strategy for the development of the pension system in recent years has been aimed at changing the retirement age according to life expectancy; transfer of pension receipt through bank institutions; transfer of certain categories of pensions from the solidarity system to non-state pension funds; replenishment of PFC by registration of labor relations; reduction of underemployment and unemployment; increase in pension benefits, recalculation of the amount of pension provision for working pensioners.

However, the high level of demographic burden on the working population, the presence of a significant number of working benefits to pay contributions to the Pension Fund of Ukraine and low wages, which in one third of workers is not higher than the subsistence level, currently lead to an imbalance of the solidarity system. maintenance of the introduction of the accumulative pension insurance system and the development of private pension provision. Thus, the system of social protection in the context of transformation and reform of pensions has faced two different but major problems: the need to reduce poverty and the need to obtain financial resources for social purposes from the budget in the context of rising GDP and national income. Increasing the minimum old-age pension to the subsistence level, which is not consistent with the growth of wages and the real financial capabilities of the Pension Fund of Ukraine, may lead to a financial crisis of the pension system [3].

The state is trying to modernize the provision of minimum social benefits to the living standards of pensioners. Stages of reforming the pension system in Ukraine in recent years are aimed at people of retirement age to a fair and better life (Table 1).

Today, the priority tasks in the field of social protection and social security are to increase the efficiency of budget management. The legislation provides for the transition to the funded pension system from January 1, 2019, but the reform has not been implemented, as the IMF has recommended to refrain from plans to launch a funded pension system in 2019.

This recommendation is based on the fact that this reform will lead to a decrease in revenues to the Pension Fund, and a lack of funds in the 2019 state budget.

According to the Law of Ukraine №2148 "On Amendments to Certain Legislative Acts of Ukraine Concerning Pension Increase" (2017), the pension system should consist of:

- mandatory level;
- mandatory-accumulative level;
- voluntary-accumulative level.

The main direction of the savings system is to receive funds, mandatory contributions to the pension system, which in turn will be invested in the country's economy.

Table 1

Stages of reforming the pension system in Ukraine for 2019-2020

Name of pension 1	2019 year 2		2020 year 3		Period 2019-2020 4
Retirement age, years	60	65	60	65	From January 1 to December 31
Insurance experience, years	26	from 15-16 years	27	from 15-20	From January 1 to December 31
Minimum pension, UAH	1497,00	1564,00	1712,00		From January 1
Maximum pension, UAH	14970,00 15640,00 16380,00		16980,00 17120,00 17690,00	1769,00	From January 1 From July 1 From December 1
Amount of contributions to the solidarity system (to the PFU)	22033,44	-	-	-	From January 1
Wages for calculating pensions, UAH	4173,00	9205.19 average salary	4723.00	9546,32	Minimum and average from January 1 for the whole year
One-time payment, UAH	2410,17	-	1000,00	-	From January 1 to December 31
Indexing pension, %	100,00	14000,00	173,05	1600,00	From January 1
Enumeration pension	322,2	85%	43,7	75%	From January
Working retirees, million UAH	2,5	-	2,7	-	From January 1

* Built by the authors on the basis of sources [2; 3].

The introduction of an accumulative system will be most useful for those who are currently 30-35 years old. Under this system, citizens over the age of 40 will be required to set aside at least 10% of their income. Citizens aged 18-35 will become mandatory depositors in the savings system. The percentage of contributions to the mandatory savings system of the single insurance contribution will be 2-7% and will increase annually by 1%.

However, the issue of pension system development is becoming even more acute, it is necessary to assess

the impact of pension reforms on the insurance and banking market, so as not to worsen the conditions of their activities and competition.

As part of the pension reform, starting from January 1, 2018, the appointment of a pension at the age of 60 requires the presence of insurance experience with current accrual.

These changes took place after the entry into force of the 2019 reform, in accordance with Art. 1 part 26 of the Law of Ukraine "On compulsory state insurance" from 01.01.2019 the right to a pension (Table 2).

Table 2

Insurance length of service required for retirement by age *

Retirement period 1	Age		
	60 years 2	63 years 3	65 years 4
With 01.01.2019 year to 31.12.2019	No less 26 years	From 16 to 26 years	From 15 to 16 years
With 01.01.2020 to 31.12.2020	No less 27 years	From 17 to 27 years	From 15 to 17
With 01.01.2021 to 31.12.2021	No less 28 years	From 18 to 28 years	From 15 to 18
With 01.01.2022 to 31.12.2022	No less 29 years	From 19 to 29 years	From 15 to 19
With 01.01.2023 to 31.12.2023	No less 30 years	From 20 to 30 years	From 15 to 20
With 01.01.2024 to 31.12.2024	No less 31 years	From 21 to 31 years	From 15 to 21
With 01.01.2025 to 31.12.2025	No less 32 years	From 22 to 32 years	From 15 to 22
With 01.01.2026 to 31.12.2026	No less 33 years	From 23 to 33 years	From 15 to 23
With 01.01.2027 to 31.12.2027	No less 34 years	From 24 to 34 years	From 15 to 24
Starting with 01.01.2028 year	No less 35 years	From 25 to 35 years	From 15 to 25

* Built by the author on the basis of source [5]. At the same time, it is envisaged that from January 1, 2018, in the absence of the required length of service on the date of reaching the age, an old-age pension may be granted after the person has acquired the required length of service. That is, the availability of the required insurance record is determined on the date of reaching the appropriate age [6].

It is worth noting that thanks to the savings system, citizens will be more dependent on personal labor and financial contribution, but independent of the country's demographic situation, wages and subsistence level, which is undoubtedly a positive result.

Thus, the main strategic directions for improving pension reform are the introduction of changes in population demographics; the percentage of SDRs, when accrued for each entrepreneur separately (according to the group of individual entrepreneurs to the type of activity); open your deposit account for the accumulative system in free access; give the opportunity to work to retirees (improve their knowledge in practice, provide the opportunity to work with modern equipment, programs); determine the dates of introduction of the second level and the age category of participants; to establish and increase the work of the pension organization; to show confidence in the reforms of the Pension Fund to the population.

Conclusions and suggestions. Thus, the need for gradual transformation, modernization and reform of the pension system with increasing role of the funded system is due to the main European trends: increasing the revenue side of the budgets of state pension funds by increasing the demographic burden; increase in expenditures for the needs of pension protection, due to increased life expectancy; raising the general standard of living of the population, providing the population of the country with quality medical care, which will reduce the mortality of the population under retirement age.

Therefore, the constant monitoring of the achievement of the strategic goals of the reform of the pension system and pension provision and the adoption of sound decisions regarding the overcoming of strategic gaps is a rather topical issue and needs further research.

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Познякова О. О., Панчук Н. В., Бурцева О. С. Аналіз реформування пенсійної системи України: проблеми реалізації та перспективи розвитку

У статті розглянуто сучасні проблеми пенсійної системи в Україні, шляхи подолання та напрями її вдосконалення. Розглянуто загальнообов'язкову накопичувальну систему пенсійного забезпечення. Проаналізовано переваги накопичувальної системи, принципи нарахування пенсії, права на пенсію, пенсії за віком, перерахування пенсії, мінімальний та максимальний розмір пенсії під час реформ. Проаналізовано зміни до деяких законодавчих актів України щодо підвищення пенсії. У статті обґрунтовано стратегічні напрями стосовно вдосконалення пенсійної реформи України. Наразі постійний моніторинг досягнення стратегічних цілей реформи пенсійної системи та пенсійного забезпечення та прийняття ґрунтовних рішень стосовно подолання стратегічних розривів доволі актуальне питання та потребує подальшого дослідження.

Ключові слова: пенсійна система забезпечення, пенсії, пенсійна реформа, пенсійний вік, накопичувальна система.

Poznyakova O., Panchuk N., Burtseva O. Analysis of reforming the pension system of Ukraine: implementation problems and development prospects

Pension provision is an element of the pension system that ensures sustainable socio-economic development of the state as a whole. The article discusses the current problems of the pension system in Ukraine, ways to overcome and directions for its improvement. Determination of the further development and reform of the pension system aimed at ensuring the financial stability of the solidarity system. Introduction of the development of the pension system, taking into account the peculiarities of the current situation in the country, ways of reforming social insurance. The compulsory accumulative pension system is considered. Its introduction to retirees for two centuries. The advantages of the funded system, what it is based on, and its main contingent of citizens are analyzed. Principles of pension accrual, pension entitlements, old-age pensions,

pension transfer, minimum and maximum pension in the course of reforms. Analyzed, introduced by introducing amendments to some legislative acts of Ukraine regarding the increase in pensions. The demographic state of the population is considered. The article proves that the main strategic directions for improving the pension reform is the introduction of changes in the demography of the population; percentage of ERUs, when calculated for each entrepreneur separately (respectively, from the group of an individual entrepreneur to the type of activity); open your deposit account for the savings system in the public domain; to enable pensioners to work (to improve their knowledge with practitioners, to provide an opportunity to work with modern equipment, programs) to determine the dates for the introduction of the second level and the age category of participants; to establish and improve the work of the organization of pension provision; to show confidence in the reforms of the Pension Fund bodies to the population.

Nowadays, constant monitoring of the achievement of the strategic goals of the reform of the pension system and pension provision and the adoption of fundamental decisions to overcome strategic gaps is quite an urgent issue and requires further research.

Keywords: pension system, pensions, pension reform, pensioners, pension reform, pensioners.

**Познякова О. О., Панчук Н. В., Бурцева Е. Е.
Анализ реформирования пенсионной системы
Украины: проблемы реализации и перспективы
развития**

В статье рассмотрены современные проблемы пенсионной системы в Украине, пути преодоления и направления ее совершенствования. Рассмотрена общеобязательная накопительная система пенсионного обеспечения. Проанализированы преимущества накопительной системы, принципы начисления пенсии, права на пенсию, пенсии по возрасту, перерасчет пенсии, минимальный и максимальный размер пенсии в ходе реформ. Проанализированы введенные изменения в некоторые законодательные акты Украины относительно повышения пенсии. Обоснованы основные стратегические направления по совершенствованию пенсионной реформы Украины. Постоянный мониторинг стратегических целей реформы пенсионной системы и пенсионного обеспечения и принятие фундаментальных решений по преодолению стратегических разрывов довольно актуальный вопрос и требует дальнейшего исследования.

Ключевые слова: пенсионная система обеспечения, пенсии, пенсионная реформа, пенсионный возраст, накопительная система.

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THE STATE OF FORCED MIGRATION AND THE MAIN PROBLEMS OF INTERNALLY DISPLACED PERSONS IN UKRAINE

Formulation of the problem. The military-political conflict, which began in 2014 on the territory of eastern Ukraine, has led to a number of devastating consequences, among which one of the leading places is occupied by a significant amount of forced migration. This process has led to a number of additional problems related to maintaining the quality of life of displaced persons in general, the need for social protection, housing and employment, and the social adaptation of displaced persons in the new territorial communities.

The Ukrainian economy as a result of the military conflict in Donbass is under threat of strengthening of macroeconomic imbalances and functions in unprecedented conditions of physical destruction production capacity. The largest reductions were registered in the production of coke and refined petroleum products, mechanical engineering, metallurgical production and the chemical industry. The situation is complicated by the fact that a quarter of the existing domestic export potential is directly or indirectly concentrated in the conflict zone, as a result of which the threats of its irreversible loss are growing. The military destabilization of Donbass has a negative effect on the domestic market of other regions, where the formation of a deficit on certain commodity items is recorded. Most of the migrants from the territory of the so-called DPR and LPR, primarily from the zone of armed conflict, migrated to the government-controlled territory of Ukraine. In this way, they have acquired the status of internally displaced persons (IDPs), who need to create effective mechanisms that can minimize the barrier between IDPs and communities, the needs of IDPs and the ability of the state and local authorities to meet them.

At the same time, a prerequisite for the development and targeted application of such mechanisms is the availability of analytics on the state and features of the geographical distribution of IDP migration flows.

Analysis of recent research and publications. Theoretical and practical aspects of the social protection system in Ukraine are considered by many domestic scientists and researchers who have accumulated a significant amount of theoretical material and practical achievements.

In particular, O. Romanyuk's research is focused on the state of financing social protection. O. Vasylyk and I. Kichko in their works consider social insurance as an element of the financial mechanism of social protection. However, the problems of internally displaced persons and ways to adapt them to new social conditions have a substantive relevance of research and a low level of research.

The purpose of the article is to identify the features of forced migration of internally displaced persons in Ukraine.

Presentation of the main research material. Current events in eastern Ukraine have once again confirmed that the essence of the war and the content of the armed struggle can change radically. They clearly show examples of the so-called "war without rules", when the primary targets of attack are not personnel, equipment or weapons of the armed forces of the state, but the infrastructure, human resources that ensure its smooth operation. High concentration of nuclear and chemical industry facilities, hydraulic structures, as well as life support and communications facilities, in case of targeted influence of sabotage groups and illegal formations, can lead to critical circumstances, paralyze life and provoke the movement of thousands of people. When developing state economic policy, it is necessary to take into account the peculiarities of modern hybrid warfare: the widespread use of terrorist methods of struggle; lack of a single front line; significant concentration of forces and means while covering large areas; the ability of the enemy to selectively inflict point blows on important centers, when it is thought that there is no visible enemy, but his presence is felt everywhere. Under these conditions, it is necessary to unite the forces and means of the relevant ministries and other central executive bodies of Ukraine into a single system; to develop a set of national and special security measures and create an appropriate group of troops that will be able to effectively resist the forces of the modern enemy.

In 2019, five years have passed since the abbreviation IDP entered the social and scientific discourse of modern Ukraine, and the phenomenon itself appeared – internally displaced persons.

In order to legislate the status, the Law of Ukraine "On Ensuring the Rights and Freedoms of Internally Displaced Persons" was adopted, which entered into force on November 22, 2014. The law stipulates that an internally displaced person is a citizen of Ukraine, a foreigner or a stateless person Ukraine is lawful and has the right to permanent residence in Ukraine, which has been forced to leave or leave its place of residence as a result of or in order to avoid the negative consequences of armed conflict, temporary occupation, widespread violence, human rights violations and natural or man-made emergencies.

Since 2014, when many citizens were forced to leave eastern Ukraine and Crimea, Ukraine has ranked fourth on the overall list of countries with the largest number of internally displaced persons. According to international organizations, in 2015, due to the conflict in Donbass, 942 thousand people received the status of internally displaced persons [1]. However, these indicators did not reflect the real picture, as the registration process was rather slow. Thus, according to the Ministry of Social Policy, as of May 4, 2016, 1,783,361 internally displaced persons from Donbass and Crimea were already registered in Ukraine.

Note that public institutions in accordance with certain rules operate only documented data on the number of migrants and naturally do not take into account those migrants who for various reasons did not register with the established state authorities in new places of residence or did not seek help. In the following years, there were small fluctuations in the number of migrants, due to both natural decline and socio-economic factors. In particular, 95% of IDPs currently living in the Kyiv region rent housing.

The lion's share of migrants are people from the industrial cities of the region, with appropriate professional training, work experience and life guidelines. Therefore, a significant part of them, even with housing, are unlikely to agree to settle in rural areas or small towns and cities, where, incidentally, it is usually more difficult to find any work, not to mention the purely urban nature of the occupations of the vast majority of migrants.

In such conditions, the limited opportunity to find a high-paying job that will allow them to rent housing in large cities forces some migrants to return home despite their previous decision to live in a free Ukraine. As a result of these factors, according to the portal "Word and Deed", in Ukraine there is a negative trend in the number of registered migrants. Thus, the number of internally displaced persons in Ukraine in March 2018 amounted to 1,492,500 people.

Regarding the distribution of migrants in the country as a whole, the geography has remained unchanged. Most IDPs lived in the Donetsk region – 543 131 people, Luhansk region – 290.5 thousand people and in Kyiv – 161 558 people. As before, a minority of migrants choose the western region of the country: in the Chernivtsi region only 2498 IDPs live, and in Lviv – 12.3

thousand [2]. At the same time, observers note fluctuations in the number of internally displaced persons in the regions, which mostly reflect all-Ukrainian migration trends.

In particular, the gradual increase in the number of migrants in the Kyiv region fully correlates with the general movement of the population within the country. It should be noted that the negative dynamics of the number of migrants persists. Thus, as of October 21, 2019, according to the Unified Information Database on Internally Displaced Persons, 1,413,649 migrants from the temporarily occupied territories of Donetsk and Luhansk regions were registered, and the Autonomous Republic of Crimea [3]. At the same time, experts draw attention to the fact that official statistics do not reflect the real state of affairs. First, to date, not all IDPs have registered or regularly confirm their status with the relevant social security authorities.

Secondly, certain problems in the calculation of the actual number of IDPs are created due to the peculiarities of the calculation of social benefits and, first of all, pensions for the inhabitants of the occupied territories.

The armed conflict in eastern Ukraine and the annexation of the Autonomous Republic of Crimea led to the fact that as of May 6, 2019, 1,377,468 IDPs from the temporarily occupied territories of Donetsk and Luhansk regions and the Autonomous Republic of Crimea were registered according to the Unified Information Database on Internally Displaced Persons [4]. A detailed review of the statistics of the state of migrants is provided by the Ministry of Social Policy of Ukraine (Fig. 1).

As can be seen from the above data, the number of such persons has a declining trend, due to a number of reasons, the main of which is the transition of individuals from IDP status to local population due to lack of desire to renew the necessary documents (including IDP assistance) in a new place of residence, return to their homes due to the cessation of the active phase of hostilities.

Note that data on the number of IDPs under the existing methodology for their determination cannot be a priori reliable. First of all, many IDPs did not receive this status officially at all. It should also be noted that many IDPs, who at one time or another received the appropriate status, are not actually IDPs, but make "shuttle" trips from the area not controlled by the Ukrainian government to the controlled territory due to the desire to receive pensions, social assistance or for other legal or economic reasons. Along with the problems of social benefits and pensions, an important factor in fluctuations in the number of migrants and their quality of life in a free Ukraine is insufficient access to quality housing, which experts believe has a direct impact on relocation trends and cases of return to temporarily occupied territories or zones combat operations. The state has taken some steps to address this issue.

In particular, the order of the Cabinet of Ministers of Ukraine of November 15, 2017 № 909-r approved

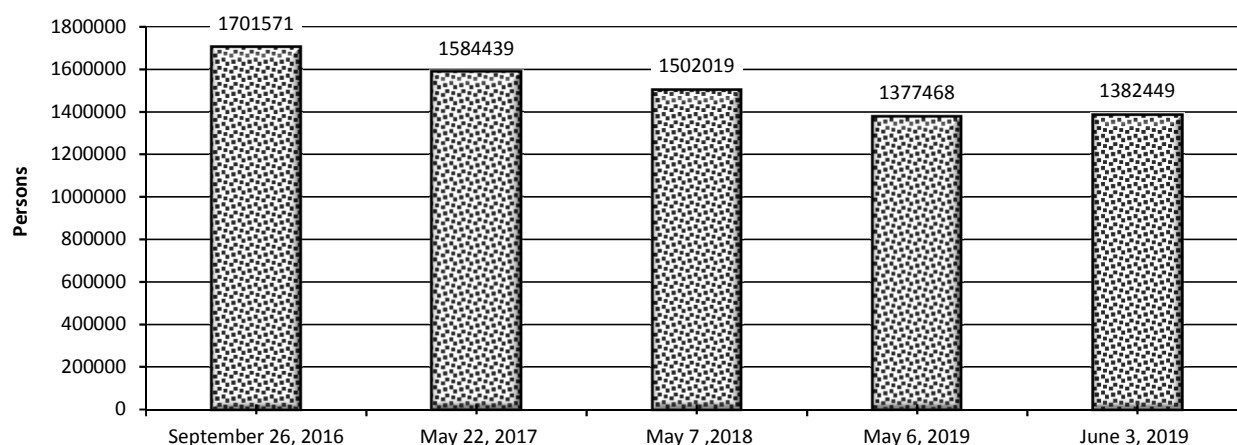


Fig. 1. Dynamics of the number of IDPs in Ukraine for 2016–2019
(formed by the authors based on source [4])

the strategy of integration of internally displaced persons and implementation of long-term decisions on internal displacement for the period up to 2020. In accordance with Part 1 of Art. 9 of the Law of Ukraine "On Ensuring the Rights and Freedoms of Internally Displaced Persons", IDPs have the right to provide state executive bodies, local governments and private law entities with the possibility of free temporary residence (subject to payment of utility costs) for six months from the date of registration of IDPs [5].

However, there is no procedure for obtaining such housing. The law stipulates that such housing for IDPs must be provided by state executive bodies, local self-government bodies and private law entities. Local council leaders are considering providing IDPs with free housing, if such housing is on the balance of local councils, and finding housing in rural areas that has not been used for a long time and can be rented out or sold at an affordable price.

Citizens in need of better living conditions, in particular IDPs - war invalids, defined in paragraphs 11-14 of Part 2 of Art. 7 of the Law of Ukraine "On the status of war veterans, guarantees of their social protection" [6], and members of their families have the right to receive the use of housing in public or public housing in the manner prescribed by the legislation of Ukraine. Among the normative and legal documents that have been adopted recently is the Resolution of the Cabinet of Ministers "On the provision of housing for internally displaced persons who defended the independence, sovereignty and territorial integrity of Ukraine" of April 18, 2018.

The resolution approves the procedure and conditions for providing a subvention from the state budget to local budgets for the payment of monetary compensation for housing available to IDPs, which protected the independence, sovereignty and territorial integrity of Ukraine; the procedure for payment of monetary compensation for housing available to IDPs, which protected the independence, sovereignty and territorial integrity of Ukraine [7].

The procedure for payment of monetary compensation for eligible housing for IDPs, which protected the independence, sovereignty and territorial integrity of Ukraine, was approved in the resolution of the Cabinet of Ministers of Ukraine of April 18, 2018 [7].

This document defined the mechanism of providing a subvention from the state budget to local budgets for the payment of monetary compensation for housing available to IDPs, which protected the independence, sovereignty and territorial integrity of Ukraine. The subvention is aimed at paying monetary compensation for eligible housing in commissioned residential buildings in the primary and secondary real estate markets or at investing in housing construction.

In modern conditions, we have a number of changes to this resolution: it is allowed to move from district to district and within the region during the year, if it does not lead to an increase in compensation; compensation is also calculated for disabled parents and full-time children up to 23 years of age; settled issues of documenting the purchase of housing on the land; taken into account the issues of an exhaustive list of documents required to obtain compensation and registration of housing; Participants in a Joint Forces Operation (JFO) will also be entitled to compensation; those who had housing in the controlled area, but it was destroyed, will also be entitled to compensation.

The analysis of the content of modern documents allowed to identify a number of problems in the existing legal mechanism: 1) the absence in the documents of the procedure for appealing and conducting proceedings against the decision of the regional departments of the State Youth Housing and Commission; 2) lack of a list of required documents from developers; 3) Resolution of the Cabinet of Ministers of Ukraine № 819 does not exclude the possibility of reconstruction as an alternative to new buildings [8]; 4) the lack of clear rules and regulations governing the queue for housing; 5) improper procedure for informing about the queue on the relevant sites of the regional administration; 6) no de-

pendence of the amount of funding for the state program on the number of IDPs living in the region.

In fact, the specific, hybrid nature of the military-political conflict has determined the main feature of IDP migration flows in Ukraine: migrants are almost not concentrated in compact settlements, at least over time this trend becomes more pronounced, as most solve housing issues by personal efforts. Thus, in May 2016,

6,518 people lived in compact places of residence (hereinafter referred to as IDPs), which is approximately 0.38% of the total number of registered IDPs in Ukraine, as of January 1, 2019, this figure is 7,726 people (Fig. 2).

Structural characteristics of geographical flows of IDPs migration in Ukraine in terms of working capacity are presented in Table.

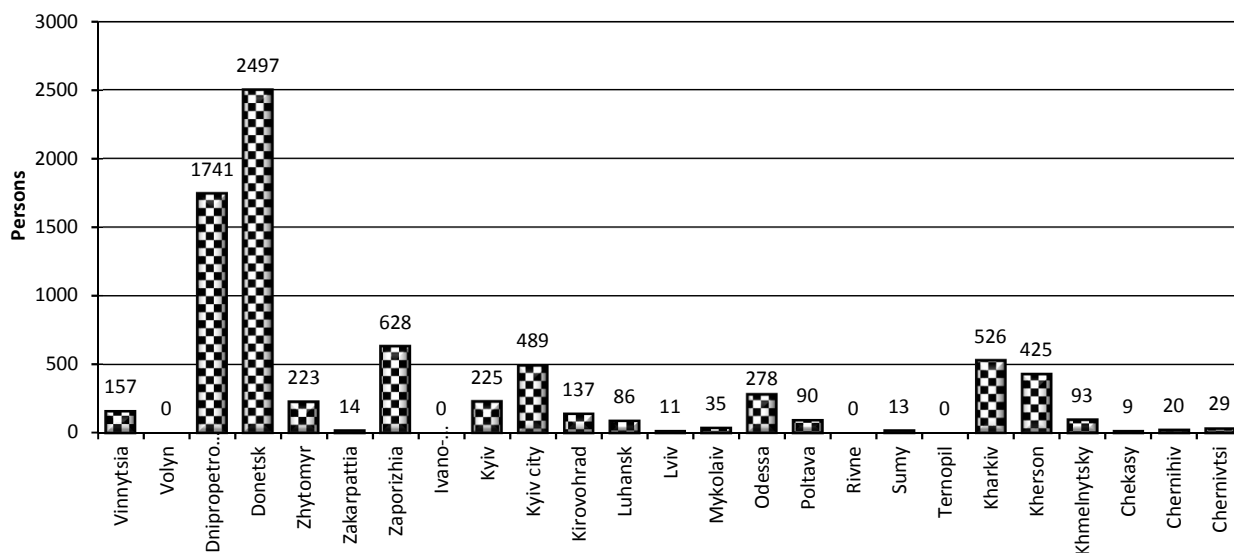


Fig. 2. Number of IDPs placed in the INC in 2016–2018
(formed by the authors based on source [9])

Table

The structure of the peculiarities of the geography of IDPs migration in terms of working capacity
(formed by the authors based on source [9])

Region	People of working age		Children		The disabled		People of retirement age	
	% to the number of IDPs in region	% to the number of all persons of this category in Ukraine	% to the number of IDPs in region	% to the number of all persons of this category in Ukraine	% to the number of IDPs in region	% to the number of all persons of this category in Ukraine	% to the number of IDPs in region	% to the number of all persons of this category in Ukraine
1	2	3	4	5	6	7	8	9
Vinnitsia region	34.0	1.1	16.3	0.8	5.1	1.0	23.4	0.3
Volyn region	42.8	0.4	20.9	0.3	4.3	0.3	20.5	0.1
Dnipropetrovsk region	32.9	7.2	17.7	6.1	4.4	6.1	39.6	3.9
Donetsk region	13.5	21.3	13.8	34.5	3.5	35.2	62.3	43.8
Zhytomyr region	33.5	0.7	22.9	0.8	5.7	0.8	29.3	0.3
Zakarpattia region	41.0	0.4	26.5	0.4	3.8	0.3	17.9	0.1
Zaporizhia region	26.9	4.6	14.3	3.9	4.5	4.9	53.7	4.1
Ivano-Frankivsk region	44.5	0.5	19.1	0.3	4.8	0.3	20.5	0.1
Kyiv region	33.2	5.8	19.1	5.3	3.6	4.0	25.5	0.2
Kirovohrad region	28.2	0.6	22.5	0.8	5.4	0.7	35.3	0.3
Luhansk region	11.0	9.6	7.9	10.9	2.9	16.2	72.4	28.1
Lviv region	34.8	1.2	26.1	1.4	3.1	0.7	13.5	0.1
Mykolaiv region	40.7	1.1	24.6	1.0	4.9	0.8	26.2	0.3
Odessa region	38.1	4.3	22.6	4.0	4.1	2.9	21.4	1.1
Poltava region	28.5	2.1	18.8	2.2	5.6	2.6	35.9	1.2
Rivne region	33.8	0.3	31.1	0.5	4.1	0.3	16.9	0.1
Sumy region	27.4	1.0	21.0	1.2	6.0	1.4	35.3	0.6
Ternopil region	37.4	0.3	24.4	0.3	6.0	0.3	24.2	0.1
Kharkiv region	33.0	13.3	12.5	8.0	3.2	8.4	40.5	7.3

Ending of Table

1	2	3	4	5	6	7	8	9
Kherson region	40.0	1.6	15.0	1.0	4.1	1.1	30.4	0.6
Khmelnysky region	26.7	0.5	18.6	0.5	5.1	0.6	28.2	0.2
Chekasy region	33.0	1.2	24.2	1.4	5.6	1.3	32.1	0.5
Chernivtsi region	43.0	0.3	30.3	0.4	4.3	0.2	16.8	0.1
Chernihiv region	28.1	0.6	21.9	0.8	4.9	0.7	29.6	0.3
Kyiv city	45.9	20.0	19.1	13.2	3.2	8.9	22.9	4.5
Total	22.8	100	14.4	100	3.6	100	51.2	100

From the given data it is possible to see such. The geographical structure of migration of people of working age differs from the general structure: the first place is Donetsk region (21.3%), while the second place is occupied by Kyiv (20.0%), and the third center of gravity is Kharkiv region (13.3). %. This distribution shows the attraction of able-bodied migrants to centers of economic activity, and indicative in this respect is the low level of migration of working-age IDPs to the government-controlled Luhansk region, as almost all major cities, ie centers of economic activity, remained in the occupied territory. In Ukraine as a whole, the share of people of working age in the structure of IDPs is 22.8%, while this indicator varies greatly in the regional context.

Thus, in Donetsk and Luhansk oblasts the share of able-bodied persons in the total number of IDPs is only 13.5% and 11.0%, respectively, and the closest lowest indicator of other regions is recorded in Khmelnytsky (26.7%) and Zaporizhia (26.9%) oblasts, which confirms the assumptions about «pension tourism» and the improbability of the real status of IDPs in Donetsk and Luhansk oblasts. Approximately the same situation can be observed for the group of IDPs represented by children, because in the structure of the number of IDPs who migrated to Donetsk and Luhansk regions, their share is the lowest in Ukraine, 13.8% and 7.9%, respectively. At the same time, almost a third of this group is in the government-controlled territory of the Donetsk region, the second place is occupied by the city of Kyiv, and the third place is occupied by the government-controlled territory of the Luhansk region. In general, the majority of registered IDPs in Ukraine are people of retirement age (51.2%); of these, the lion's share (79.2%) falls on three regions, namely Donetsk, Luhansk and Kharkiv.

Thus, it can be argued that there are two relatively independent groups of officially registered IDPs that have specific characteristics: 1) physical security; 2) persons of retirement age who actually live in the temporarily occupied territories, but are engaged in "shuttle" trips to receive pensions or to resolve legal and other cases in the territory controlled by the government.

The problems of the first group include: economic problems (the need to solve problems with housing in its absence or spend their own savings to buy housing in a new place of residence; low level of so-called resettlement payments, incompatible with the real needs for family expenses in a new place; finding a job or new

business opportunities, a relatively lower level of income in a new place of residence, the existence of risks of losing property in the territory not controlled by the government); social problems (possible adverse treatment by the local community; problems of access to infrastructure (preschool and school education, medical care, sometimes - worse conditions of housing and communal, transport, recreational infrastructure, etc.), the need to adapt to new living conditions); administrative and legal problems (complexity and duration of receiving administrative services; uncertainty of the legal status of IDPs in the procedures of access to infrastructure, exercise of voting rights; discrimination in labor and property rights).

Among the problems of the second group of IDPs are: economic problems (the need to spend money on a "shuttle" trip at least once every 60 days for authentication, which, given the difference in pensions can be relatively expensive; relative increase in the cost of living with the desire to maintain its quality); social problems (possible unfavorable attitude of the local community and general over-humiliating attitude to "pension tourism"); problems of access to quality infrastructure, goods, medicines in places of permanent residence in the temporarily occupied territories, etc.; the need to adapt to new realities and statuses); administrative and legal problems (difficulty of crossing the line of demarcation between controlled and temporarily uncontrolled territory of Ukraine; difficulty of access and duration of receiving administrative services; uncertainty of legal status of IDPs in procedures of access to infrastructure, realization of voting rights; real or imaginary discrimination in pension rights; actions taken in Ukraine for the administrations of the so-called DPR and LPR, and vice versa).

However, despite difficult living conditions, employment problems and insufficient material security, 36% of IDPs do not plan to return to their homes before resettlement, even after the end of the conflict. Moreover, according to the ILO study, since March of this year, the share of those who do not plan to return has increased by 7%. Instead, there are fewer people planning to do so after the conflict (from 32% to 22%). These figures clearly show that over time, the mood of migrants will change. After all, five years is a long time.

People can't live on suitcases indefinitely, get a temporary job, wait indefinitely for a return. Every year the pain of loss recedes into the depths of the soul, wanderings harden, the realization comes that it is im-

possible to enter the same river twice, and instead of hope for return other hopes come.

Conclusions. In general, the study allows us to formulate a number of features of IDP migration in Ukraine: 1) the number of IDPs has a declining trend, due to a number of reasons; 2) data on the number of IDPs cannot be accurate, as many IDPs do not receive this status officially; 3) the most important centers of gravity of migration flows are Donetsk and Luhansk regions; 4) the geographical structure of migration of people of working age differs from the general structure, because the Donetsk region remains in the first place, while the second place is occupied by the city of Kyiv, and the third center of gravity is the Kharkiv region; such a distribution illustrates the attraction of able-bodied migrants to the centers of economic activity; 5) distinguish two relatively independent groups of officially registered IDPs, the first of which are IDPs who are represented by persons of working age with families (children) who have actually left the territories temporarily out of control of the Ukrainian government in search of a better life and physical security; and the second, persons of retirement age who actually live in the temporarily occupied territories but are engaged in "shuttle" trips to obtain pensions or to resolve legal and other matters in the territory controlled by the government. It should be taken into account that in peacetime the problems of IDPs were solved by the state through the use of various socio-economic mechanisms. Other mechanisms should be involved in armed conflict, including the assistance of volunteer NGOs.

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Смирнова І. І., Чеботарьова В. О., Котелевць Ю. І., Курбацька Д. С. Стан вимушеної міграції та основні проблеми внутрішньо переміщених осіб в Україні

У статті розглянуто актуальні питання надання соціальної допомоги внутрішньо переміщеним особам. Визначено основні проблеми внутрішньо переміщених осіб. Відзначено, що оцінювання, збирання інформації та її аналіз, комплексна система спостережень ідентифікують стан вимушеного переселенця, що дає змогу виявити сутність правильного, ефективного, справедливого громадського розвитку. Проаналізовано стан нормативно-правового механізму вирішення житлової проблеми для вимушених переселенців на національному та регіональному рівнях. Запропоновано заходи

щодо вдосконалення нормативно-правового механізму вирішення житлової проблеми вимушених переселенців.

Ключові слова: військовий конфлікт, внутрішньо переміщені особи, адаптація змушених переселенців, інституційні зміни, соціальне забезпечення, житлова проблема.

Smyrnova I., Chebotarova V., Kotelevets Yu., Kurbatska D. The State of Forced Migration and the Main Problems of Internally Displaced Persons in Ukraine

The article considers topical issues of providing social assistance to internally displaced persons. The main problems of internally displaced persons have been identified. It is noted that evaluation, collection of information and its analysis, a comprehensive system of observations identify the state of IDPs, which allows to identify the essence of proper, effective, equitable social development. The state of the normative-legal mechanism of solving the housing problem for IDPs at the national and regional levels is analyzed. Measures to improve the regulatory and legal mechanism for solving the housing problem of internally displaced persons are proposed.

Keywords: military conflict, internally displaced persons, adaptation of IDPs, institutional changes, social security, housing problem.

Смирнова И. И., Чеботарёва В. А., Котелевцев Ю. И., Курбацкая Д. С. Состояние вынужденной миграции и основные проблемы внутренне перемещенных лиц в Украине

В статье рассмотрены актуальные вопросы предоставления социальной помощи внутренне перемещенным лицам. Определены основные проблемы внутренне перемещенных лиц. Отмечено, что оценивание, сбор информации и ее анализ, комплексная система наблюдений идентифицируют состояние вынужденного переселенца, который дает возможность проявить сущность правильного, эффективного, справедливого общественного развития. Проанализировано состояние нормативно-правового механизма решения жилищной проблемы для вынужденных переселенцев на национальном и региональном уровнях. Предложены мероприятия по усовершенствованию нормативно-правового механизма решения жилищной проблемы вынужденных переселенцев.

Ключевые слова: военный конфликт, внутренне перемещенные лица, адаптация вынужденных переселенцев, институционные изменения, социальное обеспечение, жилищная проблема.

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DIRECTIONS FOR IMPROVING THE SYSTEM OF SOCIAL PROTECTION OF THE POPULATION OF UKRAINE

Formulation of the problem. In recent years, the legislative and executive authorities of Ukraine have paid more attention to the development of the social sphere and improving social protection, which is reflected in the adoption of certain social legislation, a slight increase in investment in human capital, partial implementation of targeted principles of support for various social groups. Almost all political blocs and parties have identified social issues as key issues in their election programs.

However, there is a big discrepancy between the declarations of ideas and the constitutional principles of the formation of the welfare state, on the one hand, and the actual practice of public authorities to ensure and implement social policy - on the other. Unfortunately, the reforms that have begun in the country have not yet led to a significant improvement in the well-being of Ukrainian society.

On the contrary, there is an exacerbation of a number of social problems. Among them: a large gap between the income of rich and poor, the mismatch of wages to its real productivity, the inefficiency of the health care and education system, the mismatch of pensions to the level of effort invested during working age, etc. [1].

Analysis of recent research and publications.

Theoretical-methodological and applied issues of social protection and its regulation at both national and regional levels are studied by such domestic and foreign scientists as O. Amosha, R. Pidlipna, S. Mocherny M. Boyko, A. Khaletska, L. Tserkasevych, O. Cher-

nysh, and others. But there are still debatable issues of directions and main priorities for improving the system of social protection of the population of Ukraine.

Purpose of the article – research of features of formation and development of system of social protection of the population, its analysis and offers concerning directions of improvement of system of social protection of the population of Ukraine.

Presentation of the main material. An important place in the social policy of modern Ukraine belongs to the system of social protection. The purpose of social protection is to provide state support to the most vulnerable segments of the population, to meet the minimum needs of those citizens of the country who are most affected by market transformations.

The extent of social protection depends on the chosen social policy, and, accordingly, on the amount of its financial support. With the help of the social protection system certain goals of social policy are achieved, in particular the social protection system:

- 1) allows the redistribution of income in society in favor of the most vulnerable members of society, which reduces poverty and inequality in society;
- 2) stimulates households to make savings and, accordingly, productive investments;
- 3) takes on the task of social risk management;
- 4) allows to support effective and sustainable development in the country.

In general, in the vast majority of countries there is an extensive three-tier system of complementary social protection (Fig. 1).

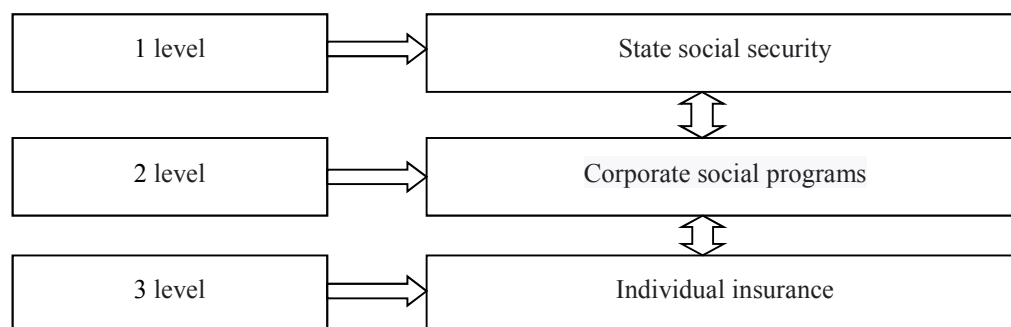


Fig. 1. Three-tier system of social protection [2]

The first level of social protection is guaranteed by the state, the second – enterprises, organizations and institutions – employers, and the latter independently chooses the insured citizen in accordance with his preferences and financial capabilities.

The main components of social protection in a market economy are: the establishment of guaranteed living conditions; social guarantees in case of unemployment; pension provision; maintenance of boarding schools, homes for the elderly, etc.; state support and provision of social transfers; social insurance, etc.

Problems of social protection of the population are solved in different ways within a particular country.

The most important elements of the social protection system:

1. Social insurance, which consists of pension, health, unemployment insurance and accidents at work.
2. Employment and retraining programs.

State employment programs are usually implemented through preferential taxation of companies that create new jobs.

An element of social protection is the state-legal regulation of hired labor, which is carried out through the establishment in the legislative order of the minimum wage, pensions, the procedure for concluding collective agreements on working conditions, wages, social insurance, etc.

Social protection is a component of social policy. The essence of the "social policy of the modern state" is defined as:

"... a set of socio-economic measures of the state, enterprises aimed at reducing inequality in the distribution of income and property, to protect the population from unemployment, rising prices, devaluation of labor savings, etc. ... The basic principles of social policy are the optimal combination of social justice and efficiency, accounting for vital social standards" [3].

It is expedient to consider the system of social protection of the population only through the provision of social guarantees by the state to the citizens of the country. The following definition is given: "... social guarantees - is the obligation of the state to members of society to generate their income, the conditions for obtaining certain goods and services, jobs" [3].

The main functions of the state in providing social guarantees include:

1. Material support of people who, for objective reasons, cannot do it on their own (pensioners, disabled people, etc.).
2. Creating conditions for the reproduction of labor resources at a certain socio-economic level.
3. Support of incomes and realizations of other forms of social protection in relation to people who are forcibly unemployed – unemployed.

Table

Components of social protection systems

Social Insurance	Social assistance	Social justice
<ol style="list-style-type: none"> 1. Pensions. 2. Payments in case of general illness. 3. Payments in case of occupational injury and disease. 4. Payments in case of pregnancy, childbirth and maternity. 5. Payments for burial and in case of loss of breadwinner. 6. Unemployment benefits 	<ol style="list-style-type: none"> 1. Helping families with children. 2. Social services for the elderly, lonely infirm, disabled. 3. System of benefits (payment for housing and communal services, transport, fuel, medicines, etc.) to socially vulnerable groups. 4. Monthly compensation for the care of infirm elderly people. 5. Monthly targeted assistance to infirm citizens with a minimum income. 6. Housing subsidies. 7. Other targeted subsidies. 	<ol style="list-style-type: none"> 1. Long-term assistance for citizens affected by the Chernobyl accident. 2. Compensation to children and parents affected by the Chernobyl accident. 3. Privileges for the purchase of food for those affected by the Chernobyl accident

The role of the state in the implementation of social protection of the population of Ukraine, according to M. Boyko, is as follows: "the state by issuing relevant regulations establishes the types of social security, determines the conditions and procedure for their appointment, the range of persons entitled to the appropriate type of social security, sources of funding, creates a system of bodies through which social security."

During 2019, there is a steady trend of increasing monetary income of the population. There is an increase in all types of income, primarily due to higher state social standards and guarantees, wages, pensions and various types of social assistance.

Nominal incomes of the population in 2019 increased by 13.9% compared to 2018. The disposable income that can be used by the population to purchase goods and services increased by 14.9%, and the real dis-

posable income, determined taking into account the price factor, increased by 6.5 percent.

Disposable income per capita amounted to UAH 67,528, which is 15.5% more than in 2018. The share of wages in the structure of household incomes increased and amounted to 47.4% against 47.1% in 2018.

The subsistence level was increased by 9.4% (December 2019 compared to December 2018), the minimum wage – by 12.1% (from January 2019 – 4,173 UAH).

From 01.01.2019 the official salary (tariff rate) of the employee of the I tariff category of ETS was increased by 9%, respectively the official salaries for all tariff categories increased.

In order to improve the conditions of remuneration of public sector employees during 2019, the Government adopted a number of resolutions.

The average monthly salary of full-time employees in 2019 was UAH 10,497, which is 18.4% more than in 2018. Real wages during this time increased by 9.8 percent. As of December 2019, the ratio of average wages by type of economic activity with the average wage in the country (UAH 12,264) was: in agriculture – 75.7%, industry – 111.3%, construction – 89.0%, transport, warehousing, postal and courier activities – 101.5%, financial and insurance activities – 181.0%, public administration and defense, compulsory social insurance – 166.0%, education – 79.1%, health care and provision of social assistance – 69.4%, arts, sports, entertainment and recreation – 84.2%.

According to the State Statistics Service, the average monthly salary of full-time employees in January-September 2020 amounted to UAH 11,199, which is 9.2% more than in the corresponding period of 2019 (Fig. 2).

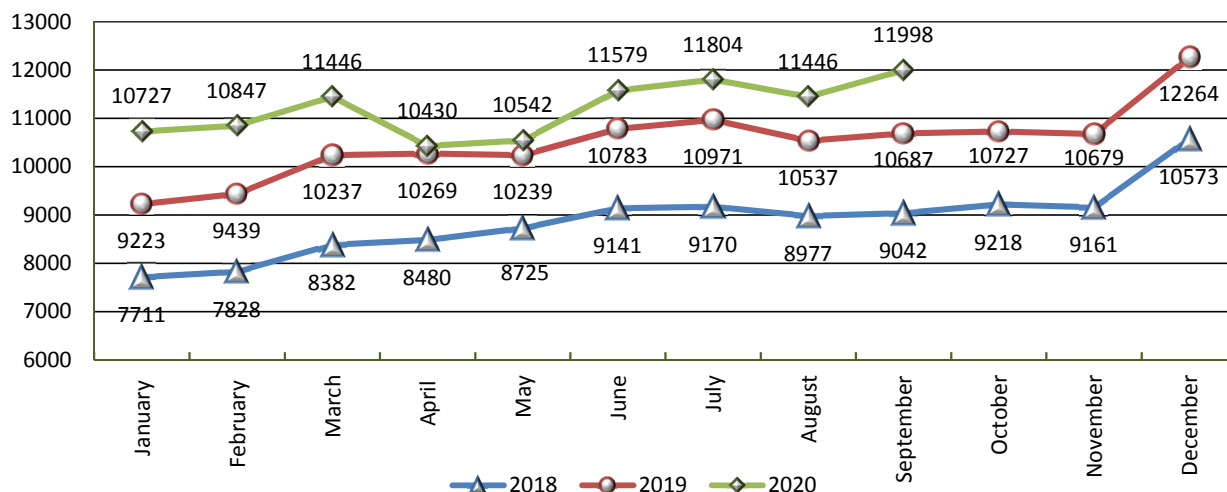


Fig. 2. Dynamics of the average salary of full-time employees [4]

The lowest level of average monthly wages by type of economic activity during this period was for employees engaged in temporary accommodation and catering – UAH 5,812 (51.9% to the average level in the economy), and the highest – for employees of air transport – UAH 21,048. (187.9%).

In industry, the average monthly wage for January-September 2020 compared to the corresponding period of 2019 increased by 8.1% and amounted to 12,460 UAH.

In regional terms, the lowest level of wages for this period was observed in Chernivtsi region – UAH 8,673

(77.4% to the average level in the economy), the highest – in Donetsk region – UAH 12,306 (109.9%). In Kyiv, its amount was UAH 16,465 (147.0%).

The index of real wages for January-September 2020 compared to the corresponding period of 2019 was 106.6 percent.

Monitoring of social support programs for 2019 was conducted according to the types provided in Fig. 3. in accordance with the resolution of the Cabinet of Ministers of Ukraine dated 20.06.2012 No. 554.

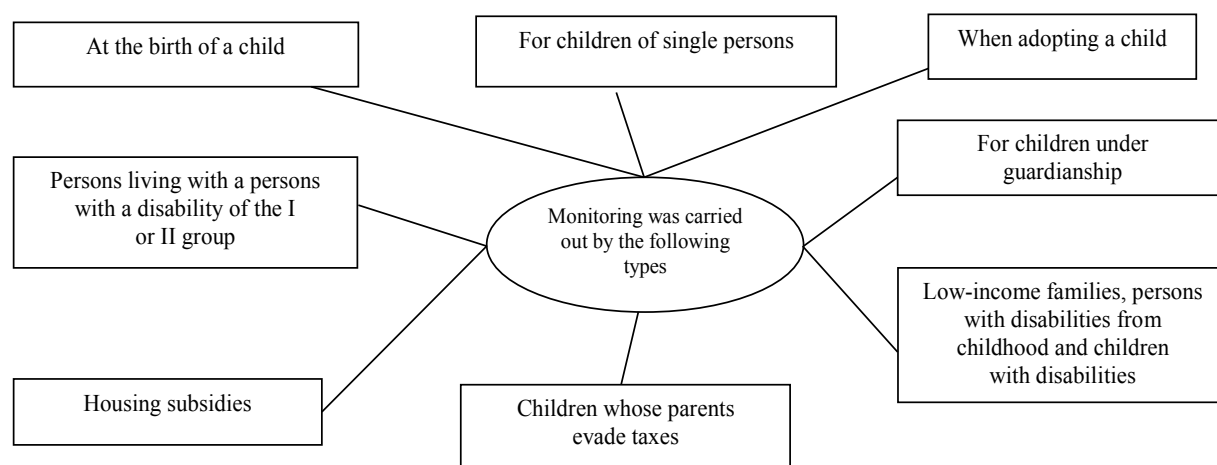


Fig. 3. Types of social support programs for the population of Ukraine [5]

«On monitoring and evaluating the effectiveness of social support programs» (as amended) and Methodology for monitoring and evaluating the effectiveness of social support programs (order of the Ministry of Social Policy, Ministry of Economic Development, Ministry of Finance, State Statistics Service and National Academy of Sciences of Ukraine dated 01.09.2017 № 1396/1272/730/243/528 (as amended), registered with the Ministry of Justice on September 26, 2017 under 91 1191/31059).

The analysis shows that the main social programs (childbirth assistance, single people with children, low-income families, housing subsidies) have a significant cumulative impact on reducing the scale of absolute poverty in the country: in the absence of these social benefits, the share of the population whose income would not reach the actual subsistence level per person would be 44.1%, i.e. 2.8 percent. points more than in the presence of payments (the poverty rate, calculated on the basis of the actual subsistence level, is 41.3%).

In 2019, most social assistance programs saw a reduction in government spending. The biggest changes took place in the housing subsidy program – its total cost decreased by more than a third. Accordingly, for most programs, the number of beneficiaries has decreased. Only three programs (state social assistance to persons with disabilities from childhood and children with disabilities, assistance in adopting a child and caring for a person with a disability of group I or II due to mental disorder) showed an increase in the number of participants.

All the considered social assistance programs in 2019 had a significant impact on the level of poverty of beneficiaries - the figure decreased by 5.2 - 24.6 percent. point. At the same time, the program of child assistance to single persons had the greatest impact, which testifies to the exceptional importance of benefits for recipients of assistance.

As in the previous year, assistance to low-income families and assistance to children with single people is the most effective, which demonstrates a better targeting of programs for the poor and the importance of benefits for their participants. However, a high efficiency rate can signal the demotivating effect of programs on able-bodied participants.

From the analysis of the state of social security of some categories of citizens outlining its main characteristics, taking into account the country's achievements in the field of social security, the main strategic directions of state regulation in the field of social protection, in our opinion, we can distinguish: overcoming poverty and increasing incomes state guarantees of employment, stimulating the development of compulsory state social insurance, pensions, social services, the use of benefits and social protection of certain categories of citizens.

1. Overcoming poverty. The task of overcoming poverty is to effectively manage social processes and focus efforts on eradicating poverty, reducing the risks of inherited poverty, meeting basic human needs and

creating conditions for confidence in the future. In modern conditions, there is a need for a new approach to solving the problem of overcoming poverty, associated with a change in the interpretation of poverty as a lack of funds for physical survival to its interpretation as the inability to maintain a full social life.

The main goal of social policy is to improve the living standards of the population through the economic rise of the state in accordance with European standards, which can be achieved primarily through the improvement of wages and incomes. To do this, it is necessary to restore the stimulating role of wages, as well as increase the solvency of the population. Legalization and growth of wages and other types of income will be a stimulus and financial basis for further increase in social benefits.

2. Providing employment guarantees. The state employment policy envisages the implementation of measures aimed at de-shadowing employment, increasing the efficiency of the labor market, providing employment guarantees in the process of privatization and restructuring of enterprises, supporting entrepreneurship and self-employment, protecting the interests of migrant workers working for Ukraine. from foreign employers.

3. Compulsory state social insurance. The development of the system of compulsory state social insurance is to increase the efficiency of the funds of compulsory state social insurance, to create a modern and effective system of administration of insurance premiums in accordance with European standards.

4. Pension provision. Recently, changes have been made to the pension legislation, which has provided an increase in the income of pensioners to the subsistence level for people who have lost their ability to work.

However, the level of income after retirement of an employee is only half of his earnings and during 10 years of retirement is reduced to 30 percent. At the same time, the rate of insurance premiums for compulsory state pension insurance remains high, but does not ensure the financial balance of the solidarity system of compulsory state pension insurance. Private pension funds offer to open accumulative (deposit) pension accounts. However, given the crisis and the lack of public confidence in the banking system and private pension funds, this form of pension insurance has not yet gained popularity.

The introduction of a three-tier pension system, which includes a solidarity system of compulsory state pension insurance, a funded system of compulsory state pension insurance and a system of non-state pension provision, provides for the creation of conditions for a significant increase in the level of pension provision.

5. Social services. The correction of the social service system, aimed at maintaining and ensuring an adequate standard of living for pensioners, the disabled, low-income families, children and youth, homeless people, persons released from prisons, is carried out by transforming the provision of social services.

6. Introduction of a systematic approach to the provision of benefits: improvement of the system of providing benefits to citizens; development and approval of uniform socially and economically justified norms of consumption of services by types of benefits per person; Improving the Unified State Automated Register of Persons Entitled to Benefits, in order to simplify the procedure for providing benefits to the population and settlements with suppliers for services actually provided, prevention of abuse; granting citizens the right to choose the form of benefits (in kind, cash, non-cash, etc.); introduction of the social passport of the beneficiary (electronic card).

7. Social protection of certain categories of citizens. Improving the system of social protection of certain categories of citizens involves ensuring the targeting of social assistance and increasing its size, creating conditions for the integration of people with disabilities into society, veterans and the elderly, low-income families, citizens affected by the Chernobyl disaster, social protection of the homeless citizens and social adaptation of persons released from prisons.

To improve these areas, the Ministry of Social Policy of Ukraine has developed and published for discussion the Concept of implementation of state policy on social protection and protection of children's rights [6], which provides proposals for defining and implementing an effective model of interaction between executive authorities at all levels and local governments to implement the state policy of social protection and protection of children's rights with the provision of a service approach to the provision of social services and compliance with the principle of their maximum accessibility to consumers, as well as the implementation of state control over compliance with legislation in this area. Implementation of this Concept, in our opinion, will increase the effectiveness of social protection due to the professional capacity of employees of the social protection system, as well as state control over compliance with legislation during the provision of social support and protection of children's rights.

Conclusions. Thus, summarizing the above, it is necessary to emphasize the important role of social protection in the socio-economic development of society, because the state through the formation of an effective system of social protection, creates protective mechanisms and appropriate conditions for full development of each individual, promotes welfare and needs segments of the population.

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Гітис Т. П., Лисенко М. Л. Напрями удосконалення системи соціального захисту населення України

Наукова стаття присвячена розгляду актуального питання сьогодення – розвитку соціальної сфери та напрямам удосконалення соціального захисту населення України.

Метою статті є дослідження особливостей формування та розвитку системи соціального захисту населення, її аналіз та пропозиції стосовно напрямів удосконалення системи соціального захисту населення України.

У дослідженні наведено, що важливе місце в соціальній політиці сучасної України належить системі соціального захисту населення. Обширність соціального захисту населення залежить від обраної соціальної політики, та, відповідно, від обсягів її фінансово забезпечення. За допомогою системи соціального захисту досягаються певні цілі соціальної політики, зокрема система соціального захисту.

Розглянуто основні показники рівня життя населення та програми соціальної допомоги, які реалізувалися у 2019 році. З проведеного аналізу стану соціальної забезпеченості деяких категорій громадян у дослідженні окреслено основні напрями державного регулювання у сфері соціального захисту населення, які потребують удосконалення.

Розглянуто Концепцію реалізації державної політики щодо соціального захисту населення та захисту прав дітей. Реалізація цієї Концепції, на наш погляд, дозволить підвищити ефективність соціального захисту населення за рахунок професійної спроможності працівників системи соціального захисту, а також здійснювати державний контроль за додержанням вимог законодавства під час надання соціальної підтримки та з питань захисту прав дітей.

Ключові слова: соціальний захист, соціальні програми, соціальне обслуговування, державна соціальна політика, пільги, соціальна допомога.

Gitis T., Lysenko M. Directions for Improving the System of Social Protection of the Population of Ukraine

This scientific article is devoted to the current issue of the year – the development of the social sphere and ways to improve the social protection of the Ukrainian population.

The purpose of this article is to investigate the peculiarities of formation and development of the system of social protection of the population, its analysis and suggestions for improvement of the system of social protection of Ukraine.

The research has revealed that an important place in the social policy of present-day Ukraine belongs to the system of social protection of the population. The extensiveness of social protection of the population depends on the social policy being reversed and, accordingly, on the volume of its financial support. Through the system of social protection are achieved certain goals of social policy, in particular the system of social protection.

The main indicators of the standard of living of the population and social assistance programs, which were implemented in 2019, are reviewed. Based on the analysis of the state of social security of certain categories of people, the research identified the main directions of state regulation in the sphere of social protection of the population that require improvement.

The Concept of Implementation of the State Policy on Social Protection of Population and Protection of Children's Rights. The implementation of this Concept, in our opinion, will increase the efficiency of social protection of the population due to the professional capacity of the social protection system employees, also to exercise control over the observance of legal requirements while providing social support and protection of children's rights.

Keywords: social protection, social programs, social services, state social policy, benefits, social assistance.

Гитис Т. П., Лысенко М. Л. Направления усовершенствования системы социальной защиты населения Украины

Научная статья посвящена рассмотрению актуального вопроса нынешнего времени – развитию социальной сферы и направлениям усовершенствования социальной защиты населения Украины.

Целью статьи является исследование особенностей формирования и развития системы социальной защиты населения, ее анализ и предложения относительно направлений усовершенствования системы социальной защиты населения Украины.

В исследовании приведено, что важное место в социальной политике современной Украины принадлежит системе социальной защиты населения. Обширность социальной защиты населения зависит от избранной социальной политики, и, соответственно, от объемов ее финансового обеспечения. С помощью системы социальной защиты достигаются определенные цели социальной политики, в частности цели системы социальной защиты.

Рассмотрены основные показатели уровня жизни населения и программы социальной помощи, которые реализовались в 2019 году. Из проведенного анализа состояния социальной обеспеченности некоторых категорий граждан в исследовании очерчены основные направления государственного регулирования в сфере социальной защиты населения, которые нуждаются в усовершенствовании.

Рассмотрена Концепция реализации государственной политики относительно социальной защиты населения и защиты прав детей. Реализация этой Концепции, на наш взгляд, позволит повысить эффективность социальной защиты населения за счет профессиональной возможности работников системы социальной защиты, а также осуществлять государственный контроль за соблюдением требований законодательства во время предоставления социальной поддержки и по вопросам защиты прав детей.

Ключевые слова: социальная защита, социальные программы, социальное обслуживание, государственная социальная политика, льготы, социальная помощь.

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FEATURES OF CONFLICT MANAGEMENT IN THE LABOR TEAM OF INDUSTRIAL ENTERPRISE

Formulation of the problem. The practice of entrepreneurship confirms that in the conditions of development of organizational structures a special place in any team is occupied by conflict. This is because conflict is an integral part of every business. Therefore, there is a need for in-depth study of modern patterns of formation of organizational conflicts, ways to eliminate them and combat their consequences.

At the same time, the most important result of effective conflict management at the enterprise will be the formation of a mechanism for early prevention of conflict situations and a mechanism for eliminating conflicts that have already arisen.

Analysis of recent research and publications. In recent years, the issue of resolving conflicts in collectives has begun to gain wider discussion. This issue has been studied by both domestic and foreign scientists, including L. Emelyanko, V. Petlyukh, L. Torgova, A. Grinenko, O. Vinoslavska, I. Kalinkina, L. Orban-Lembrik, N. Grishina, G. Prokopenko, S. Anthony, M. Johnson, J. Sinfield, E. Altman and others. They considered the causes of conflicts in different groups, depending on their temperament, character, lifestyle and other reasons. However, not enough attention was paid to highlighting ways to overcome them.

The purpose of the article is to study the nature of the emergence and development of ways to resolve the conflict situation in the workforce of an industrial enterprise.

Presentation of the main research material. Conflicts of interests, positions and opinions constantly arise in society. The inevitability of such contradictions is a manifestation of the law of unity and the struggle of opposites, one of the classical laws of development. Nowadays, people's living conditions change often and quickly, sometimes dramatically, and the words "stress" and "depression" are known to many since school. Usually, the conflict in the social and labor sphere is perceived as an abnormal phenomenon: failure to work, an obstacle to the realization of strategic goals. Negative perception is quite justified, because any conflict carries a charge of enormous destructive force: the process of normal functioning of the enterprise is disturbed, relationships between people are destroyed, often the task of resolving the conflict is accompanied by the dismissal of some employees. However, the absence of conflicts

should be considered evidence of stagnation, stagnation [1].

Conflicts arise in the process of interaction, communication of people, because the interests, views are different, and therefore conflicts exist as long as humanity exists. However, the generally accepted theory of conflicts, which comprehensively explains their nature, impact on the development of the team, society does not yet exist, despite numerous studies on the origin, formation of conflicts and their management.

The beginning of modern conflict theory was laid by German, Austrian and American sociologists in the early twentieth century. The concept of conflict can be defined as the lack of agreement between the two or more parties, which may be individuals or a group of employees. Each party does its best to have its point of view accepted, and prevents the other party from doing so. There are other definitions of conflict.

Modern views are that even with effective management in organizations, some conflicts are not only possible but even desirable.

Of course, conflict is not always positive. In some cases, it can interfere with the needs of the individual and even achieve the goals of the organization. However, in many cases, the conflict helps to identify diversity of views, provides additional information, helps to identify alternative solutions to problems. Conflicts in the workforce can play both negative and positive functions. The main functions of conflicts in the labor collective of an industrial enterprise: 1) positive: relief of tension between the conflicting parties; obtaining new information about the opponent; cohesion of the organization's staff to counter external enemies; stimulating change and development; removal of the syndrome of obedience in subordinates; 2) negative: high emotional and material costs of participation in the conflict; dismissal of employees, reduction of discipline, deterioration of social and psychological climate in the team; attitude to defeated groups as enemies; excessive enthusiasm for the process of conflict interaction, which is detrimental to work; after the end of the conflict – reducing the degree of cooperation between some employees; difficult restoration of business relations [2, p. 182-184]. The role of conflict depends on how effectively it is managed. To manage the conflict, it is necessary to understand the causes of the conflict situation.

Conflict situation is a different position of the parties on a particular occasion, the desire for opposite goals, the use of different means to achieve them, the conflict of interests, motives and so on.

Conflict situations are usually based on objective contradictions, but sometimes any reason or incident is enough – and a conflict can arise [2, p. 184-186].

Conflict management can be expressed in the settlement, completion, prevention, prevention, mitigation, suppression, postponement, and so on. In this case, the main methods of conflict management are:

rivalry – a way focused on power, on the assertion of their own position, ie when one meets their needs at the expense of another, or may mean "defending their rights", protection of their point of view; coordination – the opposite of rivalry, when a person ignores his own needs to meet the needs of another, that is, in this case

there is an element of self-sacrifice, generosity and mercy; bias (diplomatic) – diplomatic postponement of the issue until better times, uncertain way of managing the conflict; cooperation – the opposite of bias, involves attempts to reach a joint solution and may take the form of disagreements to clarify both points of view and resolve mutual problems; compromise – finding a mutually beneficial solution through a mutual desire to reconcile, reduce tensions and make concessions [3].

Typology is important for the correct understanding and interpretation of conflicts. To select an adequate method of influence and management of the relevant conflict, it is advisable to classify depending on the main features: the method of resolution; spheres of manifestation; direction of influence; degree of expressiveness; number of participants; impaired needs (Fig. 1).

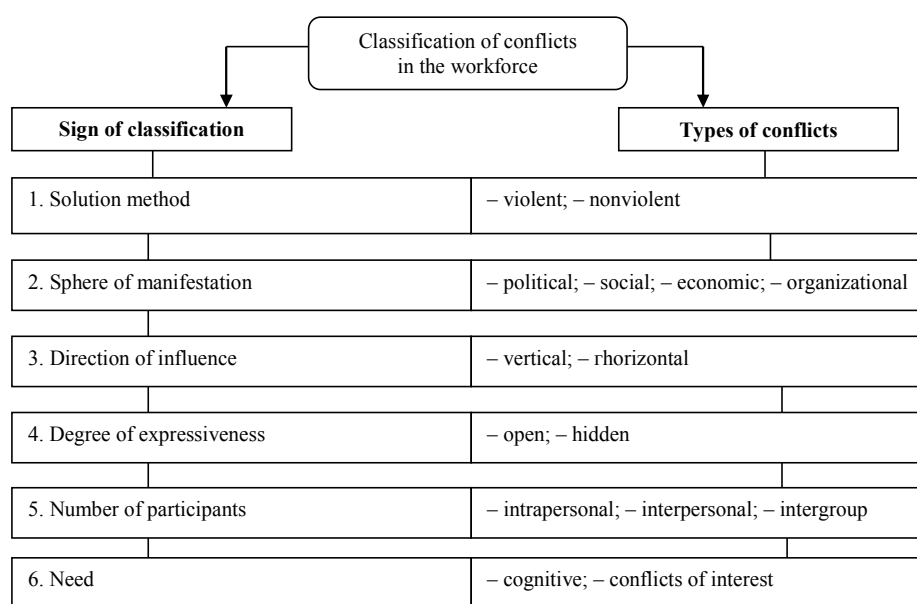


Fig. 1. Classification of conflicts in the labor collective of an industrial enterprise
(formed by the author based on source [4])

In general, conflicts in the workforce can be divided into destructive and constructive. Manifestations of the destructive functions of conflict are very different. Personal conflict creates a state of psychological discomfort that causes other negative consequences and can lead to personality breakdown. At the group level, the conflict can destroy the system of communications, relationships, weaken the value-oriented unity of the group, reduce the effectiveness of its functioning as a whole. Similarly, the destructive functions of conflict manifest themselves in intergroup relationships [4].

The nature of interpersonal conflict in the organization of industrial production will be clearer if we consider the concept of the typology of creative personalities, created by S. Isaksen and K. Doravl in 1993. Scientists believe that creativity is inherent in all people to a greater or lesser extent, and different people's views on creativity differ depending on their propensity for creativity (Fig. 2).

We will note that the typical head of the industrial enterprise can be carried to adaptive-creative type of the person, the typical chief of department of the industrial enterprise – to innovative-creative, and the typical worker of department of the industrial enterprise – to type of innovators with low creativity. That is why there are various interpersonal conflicts and role conflicts [5]. The causes of conflicts can be classified as shown in Table 1.

Consider the destructive types of conflicts between employees of an industrial enterprise. Interpersonal conflict with personal differences according to S. Isaksen and K. Dorval usually arises between creative workers and accounts. If the views of the account and the creative worker do not coincide – the task of overcoming such a conflict passes to the manager of a higher level. Intergroup conflicts are primarily conflicts between the customer service department. Conflicts of roles within the organization begin to manifest themselves at the

stage of acceptance of products developed by industrial enterprises.

It is clear that each manager tries to make certain corrections that can cause contradictions in colleagues, and, more often than not, will have no basis, but will reflect the peculiarities of his subjective taste. As a rule,

all this does not have a positive effect on the end result, as there are several directors in the project who need to be pleased. And in the end, none of them will be satisfied. The conflict of desires is expressed in the fact that the customer sees the execution of the order so, and the executor, i.e. the industrial enterprise, quite differently.

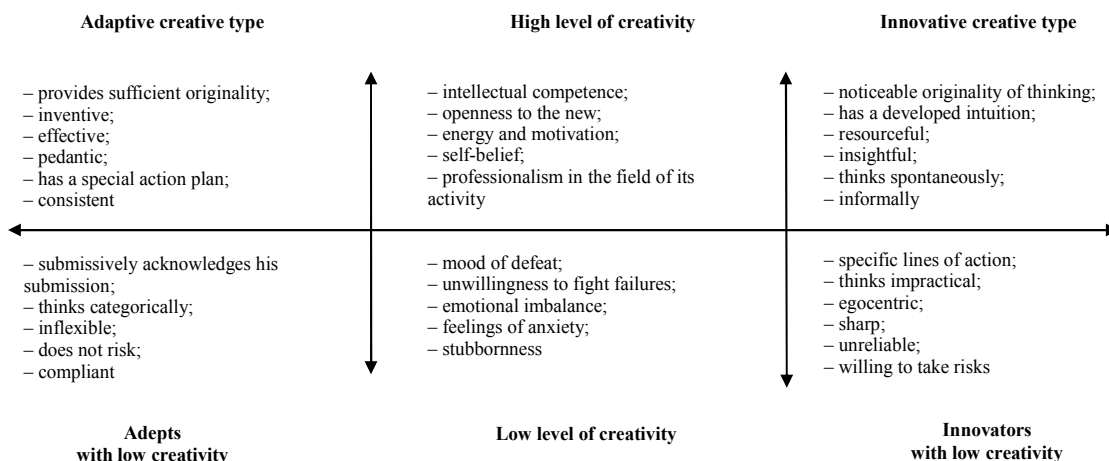


Fig. 2. Typology of creative employees according to Isaksen and Dorval
(formed by the author based on source [4])

Table 1

Causes of destructive conflicts in an industrial enterprise
(formed by the author based on source [6])

Common causes of conflicts	Concretization of the causes of different types of conflicts	
	causes of intrapersonal conflict	causes of interpersonal, intra-group and intergroup conflicts
Conflict of roles	Expectations of inadequate role actions (from society, specific organization, management staff)	Inadequate performance of social roles by participants in joint activities and management interaction (different attitudes to activities, different goals of activities)
Conflict of desires	Conflict of different desires (needs, interests, etc.) in the mind of one person, which may be personal or be related to the activities of the organization	Conflict of consciousness of different people (groups) concerning any desire, personal or connected with the purposes of the organization (distribution of limited resources, achievement of the purpose in the course of competition)
Conflict of norms of behavior	Conflict of values, norms of behavior, life experience in the mind of one person	Conflict of values, norms of behavior, life experience of people (groups) in the process of communication and social interaction

Such differences arise because industrial enterprises in their activities focus on research, market conditions, and the customer – on advertising competitors. The conflict of norms of behavior is also quite acute in working with industrial enterprises, because creative people often have other notions about rules and norms of behavior that are not accepted by customers.

To overcome destructive conflicts in the creative team, the manager must choose the most effective methods of overcoming such situations, depending on the nature and personal qualities of the participants in the creative process of the organization.

Conflict management can be expressed in the settlement, completion, prevention, prevention, weakening, suppression, postponement, etc. (Table 2) [7].

Constructive manifestations of the conflict are also diverse. It is known that personal conflict is not only able to negatively affect the personality, but can also contribute to positive development (for example, in the form of feelings of dissatisfaction with oneself). In group relations, conflict can prevent stagnation of the organization, be a factor in development, the emergence of new goals, norms, values. Conflict, especially at the stage of conflict behavior, plays a cognitive function, a function of practical verification and correction of those images of the situation.

By identifying the contradictions that exist between the members of the group and eliminating them at the stage of resolution, the conflict frees the team from destructive factors and contributes to its stabilization

and sometimes further development. Thus, in the creative team of advertising agencies can generate new ideas, create plans for further creative development of the company and individuals [1].

Conflict management is purposeful, determined by objective laws influence on its dynamics in the interests of the development or destruction of the system to which the conflict relates.

Strategies for managing current conflicts. One of the most famous is the classification of approaches to conflict management, developed by K. Moore, which consists of six strategies: 1. Containment strategy – focused on the fact that the parties themselves can master the conflict. 2. Strategy of process support – focused on work with already established perception, relations, ways of interaction between the conflicting parties. 3. Socio-therapeutic support – focused on work at the individual level. 4. Mediation strategy – is used when the parties can no longer work together to resolve the conflict. 5. Arbitration Court – the "arbitrator" offers the parties a ready-made decision. 6. Forceful intervention – here the will of the participants is no longer taken into account, but the use of power, as a rule, is limited to the scope of differences [8].

Conflict management in the labor collective of an industrial enterprise can be represented by three types of models of such type as: 1) "win – win"; 2) "win – lose"; 3) "loss – loss".

At the same time, it is especially important to take into account the consequences of the conflict, which are usually considered from three positions, such as: 1) the substantive content of the conflict; 2) emotional component; 3) conflict resolution procedure.

The win-win model assumes that all three aspects of the consequences of the conflict are taken into account. In the event of a conflict, according to this model, the parties manage to make a mutually beneficial or mutually acceptable decision on the subject side of the conflict. The result of such a decision is also a lack of hostility between the parties and satisfaction with the procedures for resolving this conflict.

The "win-lose" model involves the satisfaction of only one of the parties (and even, as a rule, not completely). The losing side remains negative towards its opponent.

Failure to recognize the legitimacy of procedures that are a win-win for the other party gives rise to a new conflict.

The "loss – loss" model provides only a stop in the development of the conflict process, because in this situation there is no satisfaction on either side, which will provoke further development of the conflict.

Table 2 presents the methods of conflict management in the workforce of an industrial enterprise.

Table 2

Methods of conflict management in the workforce of an industrial enterprise
(formed by the author based on source [9])

Management method	The essence of the method
Completion	Clarification of the requirements that the parties must comply with when overcoming the conflict. The purpose of this work is for each employee to know clearly how the process should take place, who is in charge, what results can be expected
Prevention	Formation in the team of public opinion about the conflicting parties. As you know, public opinion is a strong regulator of people's behavior, many of which need constant approval and support. In conflict, they may find themselves in isolation, which is unacceptable to them. Therefore, in order to maintain good relations in the team, they are often willing to give up confrontational behavior
Prevention	Coordination and integration of activities. Having a well-established hierarchy of powers in the organization helps to organize the interaction of people, problem solving, decision-making, information flow. In order to coordinate the work of units of the organization create intermediate services. Their purpose is to solve problem situations between two production units. Integration helps to combine the efforts of different subsystems and substructures of the organization to achieve a common goal
Attenuation	Organization of co-production. To this end, the parties are entrusted with the task they are interested in carrying out, but alone they cannot do so. Appeal to the "arbitrator". This method can be effective if opponents agree to obey his decision. The most authoritative person is often chosen as such a "judge". Often, very well, she is the head of the organization.
Suppression	Appeal to an intermediary. A person who decides to mediate in resolving the conflict should help each party to see through the eyes of the opponent, in finding optimal ways to resolve it, generating new ideas, proposals in the process of developing the final document, creating a business moral and psychological atmosphere in solving the problem, monitoring the implementation of agreements, try to mitigate the process of overcoming the conflict. Application of administrative methods of conflict resolution. They can be justified when psychological and other methods have proved ineffective. Most often, for this purpose they resort to structural changes in the organization, removal from the organization of opponents, if their activities began to harm the team, to change their status or belonging to another system, which would make it impossible to interact.
Deferment	Directing the efforts of all participants to achieve common goals. To do this, it is important to clearly, unambiguously formulate the goal, anticipating the role and contribution of each party in achieving it. Creating a reward system. Rewards (gratitude, award, promotion) are an effective means of influencing people's behavior, including in a conflict situation.

Conflict resolution strategies can use a variety of technologies. Among them, the most commonly used are negotiation and mediation.

1. Negotiations between the parties to the conflict provide for the establishment of activities in the direction of settling disputes that have arisen between social actors on the basis of interdependence and divergence of interests. 2. Mediation involves the participation of a third party without interest. There are three types of mediation, such as formal (used in resolving labor disputes), informal and public (used by NGOs).

Mediation uses such strategies as: "agreement in principle" – there are many ways to decide the parties, taking into account the boundaries of the future agreement; "Formation of blocks" – involves solving the problem in stages.

Sometimes the negotiations create a kind of deadlock, when you have to apply several strategies to conclude a mutually beneficial agreement.

Forms of conflict resolution are: concession – one of the parties gives the prerogative to the other party; compromise or consensus – the parties try to resolve the conflict by making mutual concessions; care – the party does not cooperate with anyone to make a decision; cooperation – the search for the most acceptable solution for both parties [10].

Successful resolution of labor conflicts requires mastery of a set of tools, forms and methods of resolution, the ability to combine their varieties in accordance with real conditions. Under the resolution of labor conflict is understood the process of managerial influence on the course of labor conflict in order to remove the causes of its occurrence and negative consequences. This view does not deny the possibility of resolving the conflict in a natural way, because the "managerial" influence of factors on the course of the conflict in this case will be accidental. The resolution is not seen as some independent process over the labor conflict. This is actually the final stage of the conflict process.

It is carried out either through a change in the objective situation, or at the cost of psychological adjustment of the subjective image of the situation that has developed in the warring parties. Thus, the role of successful conflict management in the personnel management system is quite important, because a favorable psychological climate in the team is the key to concentrating on the main goal of the entity's existence – profit maximization.

Conclusions. In the conditions of market relations the important regulating factor of economic well-being of the enterprise becomes collective, and is more exact – its working capacity and productivity. The internal conditions of the organization are quite variable, as they are influenced by many factors. All the variety of external influences finds its concentrated expression in the attitude of employees to the enterprise, so an important point is the formation of a favorable microclimate, in particular through the timely detection of conflict situations and prevention or resolution of conflict.

Diagnosis and management of organizational conflicts should be the key to the successful operation of the enterprise by creating a working atmosphere in the team, where everyone will feel comfortable and work to the maximum.

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Ровенська В. В. Особливості управління конфліктними ситуаціями у трудовому колективі промислового підприємства

У статті проведено аналіз природи виникнення конфліктів та їхня класифікація. Представлено типологію креативних співробітників за Ісаксеном та Дорвалем. Виявлено, що конфлікт є важливою формою взаємодії між людьми і слугує засобом вирішення багатьох проблем. Доведено, що для вибору адекватного методу впливу й управління відповідним конфліктом доцільно проводити класифікацію залежно від основних ознак: способу вирішення; сфери прояву; спрямованості впливу; ступеня виразності; кількості учасників; порушених потреб. Визначено причини виникнення деструктивних конфліктів на промисловому підприємстві. Представлено методи управління конфліктами у трудовому колективі промислового підприємства, а також розглянуто основні технології регулювання конфлікту.

Ключові слова: конфлікти, трудовий колектив, управління конфліктами, причини виникнення конфліктів, технології регулювання конфлікту.

Rovenska V. Features of Conflict Management in the Labor Team of Industrial Enterprise

The article analyzes the nature of conflicts and their classification. The typology of creative employees according to Isaksen and Dorval is presented. It is revealed that the conflict is an important form of interaction between people and serves as a means of solving many problems. It is proved that for the choice of an adequate method of influence and management of the corresponding conflict it is expedient to carry out classification depending on the basic signs: a way of the decision; spheres of manifestation; direction of influence; degree of expressiveness; number of participants; impaired needs. The causes of destructive conflicts at the industrial enterprise are determined. Methods of conflict management in the labor collective of an industrial enterprise are presented, as well as the main technologies of conflict management are considered.

Keywords: conflicts, labor collective, conflict management, causes of conflicts, conflict management technologies.

Ровенская В. В. Особенности управления конфликтными ситуациями в трудовом коллективе промышленного предприятия

В статье проведен анализ природы возникновения конфликтов и их классификация. Представлена типология креативных сотрудников за Исаксеном и Дорвалем. Выявлено, что конфликт является важной формой взаимодействия между людьми и служит средством решения многих проблем. Доказано, что для выбора адекватного метода влияния и управления соответствующим конфликтом целесообразно проводить классификацию в зависимости от основных признаков: способ решения; сферы проявления; направленности влияния; степени выразительности; количества участников; затронутых нужд. Определены причины возникновения деструктивных конфликтов на промышленном предприятии. Представлены методы управления конфликтами в трудовом коллективе промышленного предприятия, а также рассмотрены основные технологии регулирования конфликта.

Ключевые слова: конфликты, трудовой коллектив, управление конфликтами, причины возникновения конфликтов, технологии регулирования конфликта.

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IMPROVING ECONOMIC SECURITY THROUGH EUROPEAN INTEGRATION REFORMS IN UKRAINE'S SOCIAL SECTOR

Setting up the issue. As of today, the leading vector of Ukrainian society's development is the establishment of a socially oriented state, which is integrated into the world economy on the basis of the national economy's competitiveness aimed at providing for proper living conditions. The essence of a socially oriented economy is in the point that the state is a guarantor of the decent and safe life of the people. State management of the market economy is aimed at ensuring stability and legality of all processes, which in their turn extend to social institutions.

The experience of forming a social market economy in European countries allows us to formulate the basic principles of this type of economic system:

- rule of law – as a social market economy can be realized in a state governed by the rule of law only;

- sustainability of economic growth as a material basis of well-being;

- freedom of economic activity of business entities within the framework of current laws;

- social security, which involves preventing the occurrence, blocking and compensation of negative consequences of social risks and threats by ensuring the systemic and coordinated nature of all components of public policy;

- social justice, which is realized through equal access of citizens to all types of resources, economic redistribution of income and support for socially vulnerable groups;

- social solidarity, which means equal responsibility of different social groups, and consensus being the highest level of society development;

- subsidiarity, according to which the distribution of powers between bodies of different territorial levels should be carried out in such a way as to bring the decision-making process as close as possible to the citizen. Each level should ensure sufficient volume and quality of social services in accordance with national standards;

- social partnership as a mechanism of functioning of a developed social organism and a system of legal and organizational norms, principles, structures, measures aimed at ensuring interaction between employees, employers, public authorities on social and labor issues;

- mutual responsibility, which provides a clear definition and division of areas of social responsibility of all levels of government and administration, society and each individual.

Based on these considerations, a number of priority tasks should be outlined that need to be accomplished to ensure the economic security of the state.

Human capital is undoubtedly the key value of any society. Its development can be ensured by providing conditions for the development of each individual, with due account to his or her interests. In the context of economic globalization, human capital is the direct and main productive force. World Bank analysts note that the production component of GDP in developed countries is 18-20%, and 80% of total national wealth and it directly depends on the quality of human capital [1, p. 238]. Implementation of incentives for human activity, disclosure, preservation and development of socio-demographic, educational, cultural, intellectual and informational, mental and other components of human resources – determines the human dimension, the social orientation of public policy. Therefore, the main priority of public policy is the reproduction and accumulation of human capital.

The strategic course for European integration, as a priority of domestic and foreign policy, chosen by Ukraine, provides the modernization of all spheres of people's lives at the state and local levels in accordance with the broad context of the development strategy of the European Union. The Europe 2020 Socio-Economic Development Strategy presented in early March 2010 [2] is based on the following development priorities:

- economic development based on knowledge and innovation;

- promoting the development of a more resource-efficient, environmentally friendly and competitive economy;

- ensuring a high rate of employment, achieving social and territorial cohesion.

According to the Strategy, to further increase competitiveness and sustainable growth of the economies, the EU Member States are to launch long-term reforms.

Ukraine, of course, must abide by common European values. At the same time, the implementation of the provisions of the Association Agreement between the European Union, and its Member States, the European Atomic Energy Community of the one part, and Ukraine, of the other part, (from 21.03.2014 and 27.06.2014) [3], provides for the institutional integration of social policy, mechanisms and levels of social security, expansion of participants in the institution of social partnership, involvement in the social dialogue of civil society actors, etc. The implementation of these

tasks can be ensured, on the one hand, taking into account the peculiarities of the domestic socio-economic system and the previous trajectory of development, on the other - the introduction of key elements of the European social model, high social standards and the implementation of active employment policies.

Analysis of recent research and publications.

Among the researchers of economic security problems one can name the following Ukrainian and foreign academicians: O. Vlasyuk, R. Datskiv, E. Dmitrenko, Y. Zhalilo, V. Zagariy, L. Kozak, O. Lyashenko, I. Migus, V. Margasova, G. Tarasyuk.

At the same time, a number of works were devoted to the issues of formation of the welfare state and the development of social factors of economic security. These are publications by O. Amosha, V. Antonyuk, M. Deich, L. Didkivska, O. Ilyash, E. Libanova, O. Novikova, I. Sakhan, N. Solonenko, N. Ushenko and others.

However, the peculiarities of economic transformation require a comprehensive study of social aspects of economic security in the context of European integration, which determines the relevance of further research.

The purpose of the article is to study the social aspects of economic security through the paradigm of modern European integration processes.

Presentation of the main material. Practice shows that one of the priority directions of Ukraine's movement towards the European Union is the imple-

mentation of a purposeful social policy. In our opinion, the institutionalization of its new model should be implemented taking into account the following aspects:

- social criteria are basic when assessing economic growth in the medium and long term;
- rejection of paternalistic views should not be equated with the removal of the state from social functions;
- the formation of the market of social services and the introduction of insurance systems should be accompanied by a proportional increase in income of the employed population;
- mechanisms of social policy should be developed based on real opportunities and interests of different social groups.

The formation of institutional principles should be based on strategic concepts of social policy of the European Union, ILO conventions and provisions (provisions of ILO Conventions № 117 "On the main objectives and norms of social policy" [4], ratified by the Verkhovna Rada of Ukraine on September 16, 2015, and № 102 "On minimum standards of social security", ratified by the Verkhovna Rada of Ukraine on March 16, 2016) [5]. In particular, Article 1 of the ILO Convention № 117 clearly states that the social policy of the state should be aimed primarily at achieving the well-being and development of the population, as well as at encouraging its desire for social progress (Fig. 1):

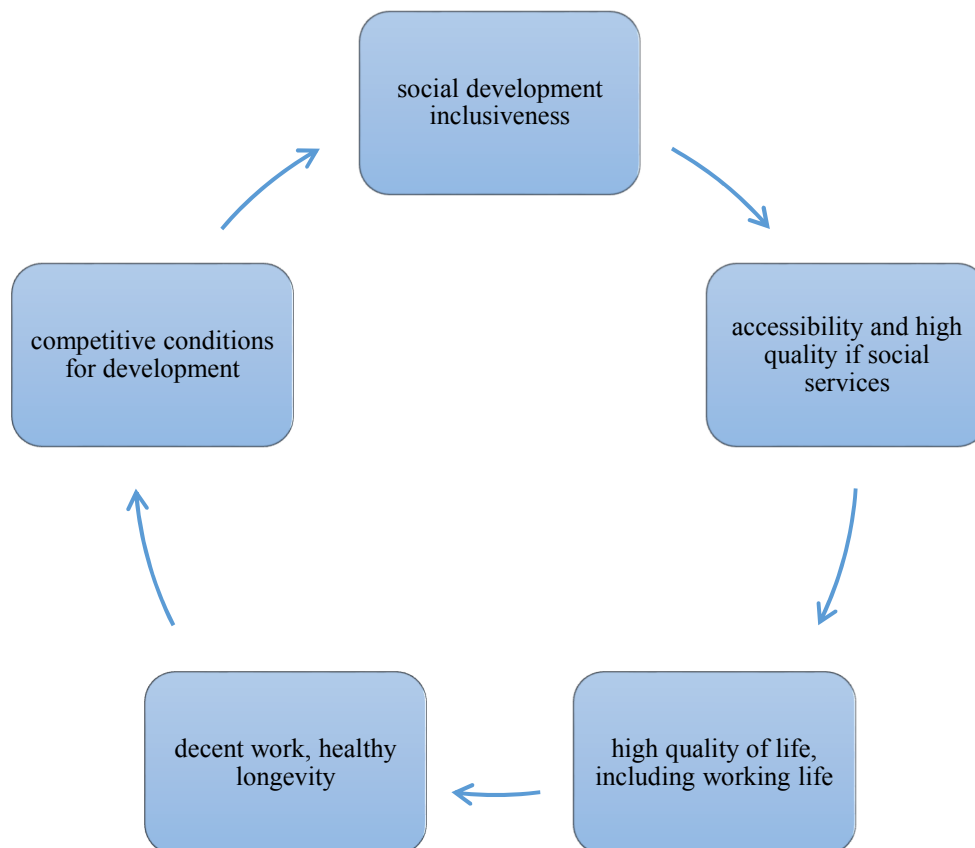


Fig. 1. Strategic concepts of social policy of the European Union, the adaptation of which will contribute to economic security

* Compiled by the author after [6, p. 106].

In other words, modern ideology, based on the principles of human protection from major social risks (disability, impoverishment, etc.) and, partially, social paternalism, must be reconsidered in the context of principles of social inclusion. Improvement of existing approaches to social programming should start with a focus on the development and implementation of fundamental for social development of state targeted programs which are implemented in the context of domestic and international social issues. Reorientation of domestic social policy requires correction of the forecasting and monitoring system of implementation of various levels of social development programs, in particular state targeted social programs in terms of revision of criteria for evaluating the effectiveness of social support programs.

The demographic problem is one of the urgent for the current stage of development of Ukraine and, at the same time, perhaps the most difficult one. The existing demographic potential of the country, which should provide a basis for the development of social components of economic growth, significantly limits the opportunities for activating the innovative levers of its development. As can be seen from the forecasts of experts [7, p. 43], demographic problems will be exacerbated by such negative trends as: reduction, aging and declining share of the working age population, as a result of maintaining a low share of the population of younger age groups. Limited opportunities to reconcile the family responsibilities of women with work (due to the lack of networks of preschool institutions, the existence of certain gender restrictions and stereotypes in the employment of women with children) make it difficult to increase women's economic activity.

At the same time, it should be noted that an inefficient health care system is a deterrent to the development of human capital, which narrows the possibilities for its reproduction in the future. The low level of income of a large part of the population, and, as a consequence, the strengthening of property stratification in the society, leads to limited access to health care for low-income groups. In addition, inefficient management of the medical sector, problems with the financial provision of health care facilities (which significantly limit the possibilities of their modernization), problems with staffing (due to the low level of wages of medical workers) lead to the reduced quality of medical services. Accordingly, it does not reduce the morbidity of the population, and gradually narrows the opportunities for reproduction of human capital.

Human life and health are recognized by the Constitution of Ukraine (Article 3) [8] as the highest social values. Everyone has the right to health care, medical assistance and medical insurance. The Ukraine-2020 Strategy of Sustainable Development recognizes implementation of health care reform as one of the top priorities [9]. The goal of state policy in this area is a radical, systemic reform aimed at creating a patient-oriented system capable of providing medical care for all citizens

of Ukraine at the level of developed European countries. The European Union's European Health Strategy 2020 program has been identified as a benchmark for reform.

Within the framework of priority tasks on the way to building a welfare state, an important task is to strengthen the environmental component in the economic system of the state. This requires, first of all, the creation of a system of economic and legal mechanism of material incentives for business to environmental responsibility, which can be tax benefits, regulation of prices for resources and environmentally friendly products, public procurement, concessional loans for environmental protection measures and more. At the same time, it is necessary to strengthen the coercive social and environmental component of business responsibility by increasing penalties (established amounts of fines for violations of environmental legislation should correspond to economic losses from environmental violations and exceed the cost of precautionary measures). The priority condition for ensuring stable production rates is the introduction of new and improvement of existing environmentally hazardous technologies and equipment.

Another challenge to economic security is to ensure physical, social and economic availability of a sufficient number of safe and quality foods that meet the needs and preferences of the population, as well as sufficient for their active and healthy lifestyle [10, p. 39]. These tasks lie in the field of food security, which is an important component of economic security, given the need for the state to adequately meet the primary needs of the population in food as one of the basic factors of life and human capital development.

In addressing food security, priority must be given to the development and effective use of the powerful agricultural potential of our country, which can act as a locomotive for the development of the social sphere in rural areas, the national economy and its effective integration into the world economic space. Therefore, in the process of further convergence with the European and the world markets, increasing the efficiency of the agricultural sector is one of the priorities of state policy of modern Ukraine in the context of strengthening the state economic security.

Building a welfare state, which Ukraine has proclaimed in the Constitution, requires shaping of a new paradigm of transformation in the socio-economic sphere, in which labor market is the determining component. The aggravation of internal socio-economic processes in the labor market is under the influence of an unstable external environment. There is a need to adapt it to uncertainty with the subsequent transition from the stage of adaptation to the stage of effective development. Low adaptation of the Ukrainian labor market leads to deepening labor market disparities, rising unemployment, job losses and layoffs, underemployment, declining incomes, social tensions, and increased legal and illegal labor migration. The development of an adequate state employment policy should be based on the

results of comprehensive monitoring and scenario forecasting of the dynamics of structural and cyclical changes in the labor market. Forecasting labor market trends should take into account, in addition to domestic economic, influential external factors in the context of a variety of direct and feedback links with other macroeconomic and demographic processes.

Theoretical and applied research of social and labor relations of employment as a conceptual strategy to

ensure labor market security resulted in the establishment of a systemic approach to its formation in the short, medium and long term (Fig. 2).

Employment policy priorities can be considered in two dimensions: economic and social. The economic dimension involves the creation of decent high-productivity jobs, which is hampered by the country's low economic development and low productivity.

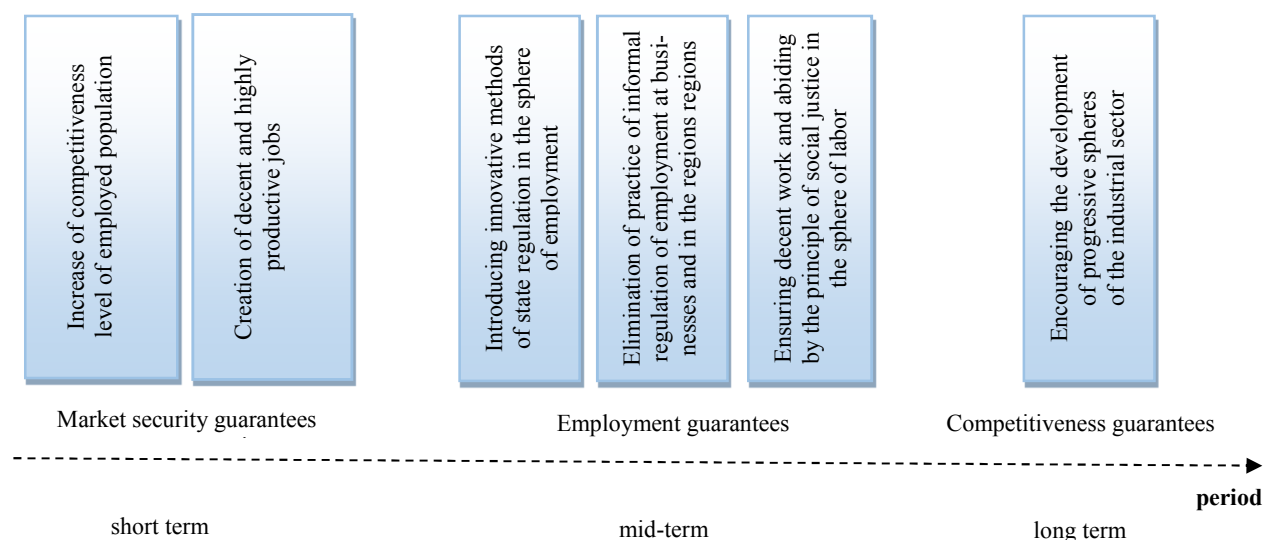


Fig. 2. Directions of state policy in the sphere of labor market security and employment aimed at ensuring the economic security of the state

* Compiled by the author.

Another macroeconomic condition for the transformation of the labor market is the transition from the policy of promoting to the policy of ensuring full productive employment in Ukraine. Priority tasks of economic policy are as follows: ensuring implementation of national projects to create jobs; investment and innovation projects in those areas of economy which provide for the employment of highly qualified workers; development of production clusters, small and medium business; development of infrastructure projects. Ensuring effective employment requires innovative methods of state regulation in this sphere.

The need to ensure decent work in Ukraine is an urgent need for the development of the labor market and social relations and meets the requirements for the implementation of plans for the implementation of EU legislation set out in Annex XL to the Association Agreement between the European Union and its Member States, of the one part, and Ukraine, of the other part (from 21.03.2014 and 27.06.2014), as it provides for the gradual adaptation of Ukrainian legislation to EU legislation and standards in the social and labor sphere. These include standards in the areas of employment, social policy, equal opportunities and the prevention of any discrimination, reform of the pension system, protection of workers' labor rights, improving occupational safety and health. The implementation of the provisions of the

Agreement will contribute to the improvement of social and labor relations taking into account international norms, which are important in the formation of a balanced economic policy of the state; raising social standards of the working population, social protection, quality of working life, ensuring decent wages. It is important not only to increase the income of the population, and consequently the quality of its life, but also to improve the system of social support [11, p. 31].

The issue of increasing social guarantees and their provision in accordance with the requirements and obligations of Ukraine in connection with the ratification of the International Labor Organization Convention № 102 on minimum standards of social security and the European Social Security Code [12] is growing. The effectiveness and efficiency of wage policy depends not so much on the rapid increase in the minimum wage, but on the successful implementation of public policy aimed at: promoting effective economic development, ensuring a decent wage, a fair system of income taxation, combating and eliminating "shadow" wages in terms of tight budget savings.

Business development as a resource for job creation is possible by reducing the institutional burden. To create a favorable regulatory climate, it is important to study the experience of countries that are leaders in ensuring the ease of doing business [13]. Thus, among the

leading countries in the index of ease of doing business should be mentioned the following: New Zealand, Singapore, Denmark, Hong Kong, the Republic of Korea, Georgia, Norway. In this ranking, Ukraine ranks 71st among 190 countries. One of the weak links for Ukraine is investor protection, where Ukraine ranks 75th. Among the leading countries on this issue are New Zealand, Singapore, China, Canada and the United States. According to the results of this rating, the issue of taxation is acute for Ukraine. Strong administrative commitments apply to the United Arab Emirates, Qatar, Saudi Arabia, China, Singapore, and Canada.

A characteristic feature of modern society is the spread of information and communication technologies, which affects the change in the organization of labor. In such conditions, the strategy of economic development of the state should be based on the improvement of employment policy aimed at innovative development and the creation of additional conditions for the involvement of the unemployed in socially useful activities. One of the alternatives to stable employment is the development of non-standard forms of employment, in which 30-35% of employees work in Western countries.

The next of the most important priorities of labor market regulation in terms of increasing employment is to improve the sectoral and vocational structure of employment. The employment structure formed in Ukraine does not meet the needs of innovative economic development; there are not enough specialists in the field of high technologies. An important initiative for economic growth will be the expansion of employment in science, science-intensive industries, highly qualified services (educational, consulting, IT, communications, etc.). In particular, it is advisable to develop and implement a program aimed at developing human resources in the production of high-tech products (defense industry, electronics, telecommunications, aerospace, pharmaceuticals, etc.).

The demographic situation in the country, depopulation requires the implementation of the principles of containment and mitigation of the consequences of the reduction of the working age population and the increase in the cost of maintaining the elderly (pensions, health care, etc.). The effects of the declining working age population can be mitigated by pursuing a policy of encouraging active lifestyles for older people, and thus providing opportunities, especially for highly qualified older people. Further initiatives to organize retraining and retraining courses for the elderly will be useful here, so that they have the opportunity to adapt to the new profession, position, specialty offered by the employer. The initiative to gradually exclude an elderly person from professional activity will be relevant, i.e. the use of such mechanisms as reduction of the working day (week), flexible schedule, remote forms of employment, home work. The increase in the cost of pensions, medical care or long-term maintenance (nursing homes, etc.) can be curbed by reforming the relevant programs. Therefore, in order to benefit from economic growth

from expanding employment in an aging population, the focus should be on job creation, which allows skilled workers to maintain economic activity longer and jobs that reduce the cost of providing services to older people (stimulating employment in social areas), services, health care.

In terms of effective employment, the issue of interaction between labor markets and education remains urgent to address in our country. Prolonged imperfections in the interaction of labor and education markets have had a negative impact on both markets, leading to non-compliance of professional qualification standards with production requirements, deteriorating the quality of training and exacerbating the imbalance of vacancies by profession. The purpose of cooperation between labor and education markets is to meet the needs of all stakeholders, which on the one hand allows to balance the supply and demand for skilled labor, to achieve higher quality education (improving its content and improving the form), and on the other – to satisfy all stakeholders in relevant educational products and services.

One of the biggest obstacles for constructing a new model of socio-economic development at the present stage in our country is the high level of "shadowing" of employment, which makes it impossible to accelerate economic reforms, increase social living standards on integration into the European community. The high level of "shadowing" of employment is a reflection of the spread of economic crime, corruption in public authorities, illegal economic activity and a consequence of low legal and tax culture and the weakness of socio-economic institutions. A significant level of "shadowing" is seen as a threat to vital national interests. The urgency of the problem of legalization of employment and wages in Ukraine today is due to its scale and extremely negative and devastating consequences for both the state and workers. Therefore, one of the main tasks of the state policy of Ukraine is the concentration of efforts of all branches of government on the comprehensive implementation of radical economic, administrative, managerial and organizational measures to legalize employment and wages.

Reduction of informal employment in Ukraine and its legalization requires first of all the implementation of employment policy measures that have a strong anti-crisis focus, in particular:

- coordination of government efforts at all levels in the implementation of policies in the field of labor application and reducing the scale of its "shadowing";

- employment policy should be aimed at ensuring a socially acceptable level of unemployment by promoting the redistribution of labor by economic sectors, territories and types of employment in the interests of structural change and productivity growth with the maximum possible social support for the unemployed;

- ensuring the balance of supply and demand in the labor market and improving the quality of vocational education should be ensured through the adoption of professional standards, which will combine the market

requirements of employers for training. The developed professional standards will allow carrying out objective certification and current assessment of the personnel of the enterprises and will allow creating an objective basis concerning branch standards of payment.

The issue of strengthening social dialogue, which is an important tool in the work to protect the interests of human labor, achieving social justice remains important issue in the field of stabilization of the situation on the labor market. In times of crisis, consensus building among key stakeholders and their democratic participation in finding solutions are paramount. In Ukraine, the weakness of the trade union movement and the lack of effective associations of employers necessitates the expansion and strengthening of the role of the state in establishing social dialogue between employers and employees, reconciling contradictions between them, reducing tensions in society. At the same time, Ukraine's strategic course towards European integration reinforces the need to implement the concept of decent work through the implementation of its main priorities through the mechanisms of social dialogue. This requires intensification of the activities of all-Ukrainian trade unions to expand the scope of sectoral agreements and meaningful fulfillment of obligations in the field of employment, safety and working conditions, compliance with social guarantees, etc. The development of social dialogue using the best elements of international experience is associated with the formation of high social responsibility of the state, business, trade unions, NGOs to solve problems in the field of social and labor relations and improve the quality of working life.

The process of globalization, which is characterized by growing economic interdependence of countries around the world as a result of increasing volumes and dynamization of cross-border movements of goods, services, capital, labor, technology, contributes to competition, the emergence of new forms and methods, provides additional competitive advantages. Under these conditions, the intellectualization of the factors of social production is the dominant factor in creating unique competitive advantages in the long run. The experience of developed countries demonstrates the need for a holistic and effective national innovation system, the main purpose of which is to ensure the competitiveness of the national economy and improve the level and quality of life. This is achieved by increasing the volume of stimulation of innovation activity, increasing the volume of production of knowledge-intensive products and increasing incomes; creation of new jobs in the field of scientific and technical activities and in the field of high-tech production; raising the educational level of the population; creating favorable conditions for the development, preservation and effective use of intellectual potential. At the same time, due to the influence of external and internal factors there is a possibility of certain dangers in such areas as the formation and reproduction of labor potential, social development in the region, labor

market and employment, migration at state and regional levels [14, p. 42].

The issue of urgent nature remains the financial support of the development of the sphere, which necessitates the improvement of the mechanism of state payments for the field of research, distribution and control of their use. Limited and inefficient use of budget resources requires the improvement of relations between the subjects of budget policy by supporting the development of scientific and technical sphere by identifying shortcomings in the organizational, regulatory and legal nature and adjusting the functional responsibilities of government. The key task in the field of improving the budget support of scientific, technical and innovative spheres is the introduction of an effective scientifically sound system for evaluating the effectiveness and efficiency of the use of budget funds. No less important element that can affect the quality of budget support is budget control. Improving the financial situation in the research and innovation sphere can be achieved to some extent by redistributing and concentrating budget funds in priority areas.

The basis for the reproduction of scientific and technical potential is the staffing of the industry. The analysis of human resources shows the crisis of the actual staffing system of scientific organizations of Ukraine and the practical absence of actions (legislative, economic, administrative) aimed at slowing down the negative processes. It is known that the key to increasing the level of income is investment, development of scientific and technical thought and the work of professional, highly educated, talented people [15, p. 259]. Attempts to preserve traditional structures and state regulation by individual elements of this system lead to an increase in sectoral disparities in the system of training scientific personnel and threaten the scientific and technological development of domestic enterprises. In fact, some components of the system of production of scientific personnel perform functions that do not ensure its integrity.

The process of human resources formation should take place on the basis of priority for the state scientific areas in which the training of scientific personnel should be carried out. The system of scientific personnel training must be coordinated with the needs and priorities of scientific and technical development. Overcoming structural imbalances requires the introduction on a regular basis of personnel forecasts that will provide a rapid response to changes in demand and supply of specialists. Due attention should be paid to the quality and consistency of training of highly qualified scientific personnel in postgraduate and doctoral studies of higher education, as well as academic institutions. Due attention should be paid to expanding the range of training of specialists with new technical, technological, social and economic technologies. The issue of training management staff for science and developing and applying new high standards remains important. The shortage of a new type of management specialists, as well as their lack of

motivation to make responsible decisions, creates an insurmountable barrier to the introduction of new developments and leads to the degradation and outflow of national intellectual potential.

Building a national innovation system involves not only the support and regulation of science and technology, but the implementation of strategic goals for the development of the innovation component. (Fig. 3).

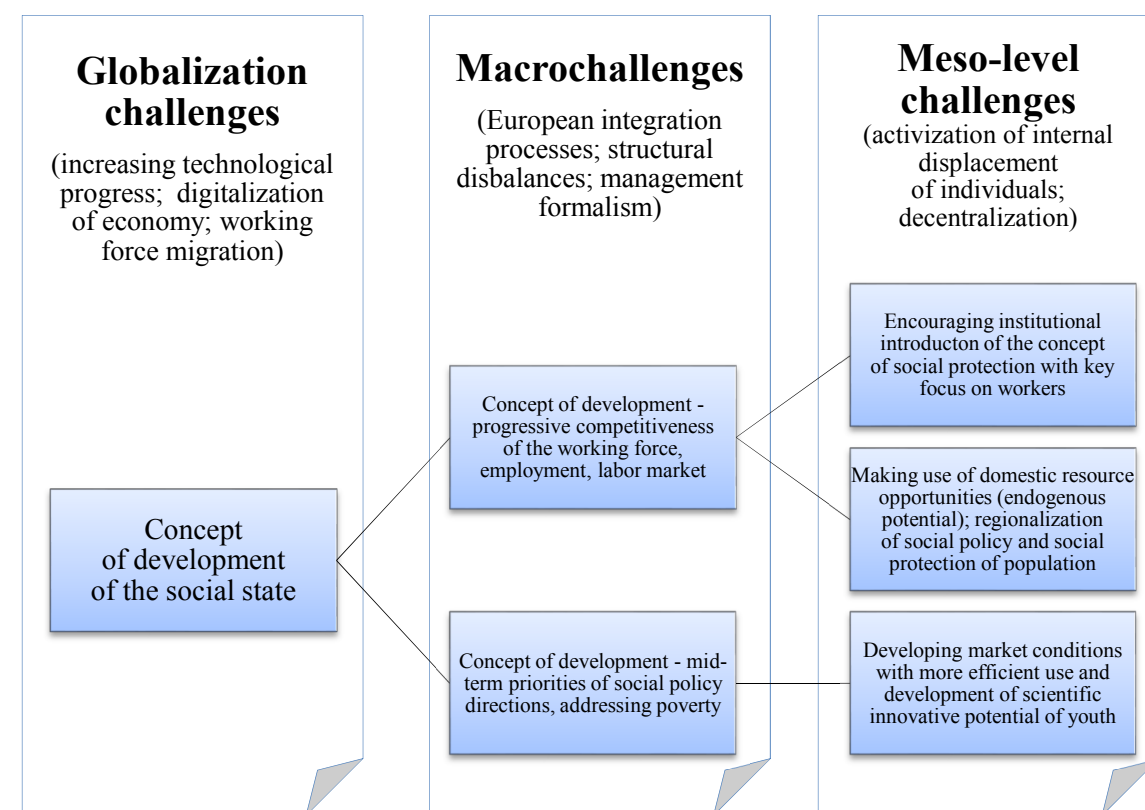


Fig. 3. Innovation-based strategic social vectors of economic security in the context of global challenges

* Compiled by the author.

The regulatory role of the state should be aimed at: identifying and supporting priority areas of innovation; formation and implementation of state, sectoral, regional and local innovation programs; creation of legal framework and economic mechanisms to support and stimulate innovation; protection of the rights and interests of the subjects of innovation activity; financial support for the implementation of innovative projects; directing credit and tax policies to stimulate innovation. Among the priority tasks on the way to the formation of the national innovation system is to promote the development of high-tech sectors of the Ukrainian economy and relevant cluster structures. In the context of building an innovative model, it is important to develop a system of technology transfer within the country. On the one hand, it is necessary to create favorable conditions for institutions and organizations engaged in scientific and technical activities to transform their scientific achievements into innovation and their implementation in production. On the other hand, it is necessary to create conditions for increasing the demand for scientific achievements by manufacturing enterprises, increasing the level of innovation activity of these enterprises. This requires: improvement of the current regulatory framework in

order to create favorable conditions for the commercialization of technology; introduction of effective, transparent mechanisms to stimulate and support scientific and innovative activities (including small business) that meet the requirements of international law; development of modern forms of educational and consulting activities in the field of innovative entrepreneurship, expansion of partnerships with leading foreign business schools through the organization of joint programs in the field of innovative entrepreneurship; achieving the optimal combination of mechanisms for generating and disseminating scientific and technical information in compliance with the principle of protection of intellectual property rights.

Conclusions and prospects for further research.

During the long transformation period, Ukraine has accumulated serious problems causing negative consequences in measuring the level and quality of people's lives. Therefore, awareness of priorities and specific ways to face those challenges is one of the most acute and urgent tasks of our time. Fulfillment of these tasks is necessary prerequisite for further social progress and economic security of the state. The complexity and scale of the tasks of the state in ensuring the economic secu-

city, overcoming the problems in the field of human capital accumulation and achieving European standards in the national social sphere, requires a systematic approach in the state's management efforts. The systemic approach envisages, first of all, coordination of actions of all political actors both on vertical and horizontal levels.

Implementation of Ukraine's national priorities of state policy in social sphere should result in the establishment of a favorable social environment, which, together with a competitive economic space, will constitute the basis for social progress. Efficient state policy in social sphere will lead to the formation of a socially prosperous society.

At the same time, peculiarities of transformation of Ukraine's economy require further research in the sphere of adaptations of Ukraine's social policy to the common European social policy and its economic and security dimensions.

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Токарський Т. Б. Підвищення економічної безпеки шляхом євроінтеграційних реформ українського соціального сектору

Відповідно до статті 1 Конституції України – Україна є демократичною, соціальною та правовою державою. Розбудова високорозвиненої соціальної держави в Україні потребує формування концептуальної моделі й механізмів її функціонування. Активна й ефективна соціальна політика повинна стати міцним підґрунтям усебічного інноваційного, соціального розвитку країни, інтегрування в Європейський Союз, підставою розбудови соціальної держави з конкурентоспроможною, соціально орієнтованою ринковою економікою, здатною забезпечити людський розвиток, гідний рівень та якість життя громадян.

У пропонованій статті обґрунтовано проблему забезпечення економічної безпеки держави й запропоновано шляхи досягнення європейських стандартів для національної соціальної сфери. Визначено, що обраний Україною стратегічний курс європейської інтеграції є пріоритетом внутрішньої і зовнішньої політики, що передбачає модернізацію всіх сфер життя громадян на державному й місцевому рівнях відповідно до широкого контексту стратегії розвитку країн Євросоюзу.

Сучасну ідеологію, що ґрунтується на принципах убезпечення людини від основних соціальних ризиків (втрати працездатності, зубожіння тощо) та, частково, соціального патерналізму, слід переглянути в контексті принципів соціальної інклюзії. А вдосконалення наявних підходів соціального програмування варто розпочати з концентрації на розробленні й виконанні основоположних для соціального розвитку державних цільових програм, що реалізуються у контексті внутрішньої та міжнародної соціальної проблематики.

Переорієнтація вітчизняної соціальної політики потребує корекції прогностно-моніторингової системи виконання різнорівневих програм соціального розвитку, зокрема державних цільових соціальних програм у частині перегляду критеріїв оцінювання ефективності програм соціальної підтримки населення.

Ключові слова: європейська інтеграція, економічна безпека, соціальна держава, соціальна політика, соціальне партнерство, економічна політика, економічна система.

Tokarskyi T. Improving Economic Security through European Integration Reforms in Ukraine's Social Sector

According to the Constitution of Ukraine (Article 1), Ukraine is a democratic, social and rule of law state. Developing a highly developed welfare state in Ukraine requires shaping its concept model and mechanisms of its functioning. Active and efficient social policy should become a solid foundation for comprehensive innovative, social development, integration into the European Union, the basis for developing a welfare state with a competitive socially oriented market economy capable of ensuring human development, decent standards and quality of life.

This article substantiates the problem of ensuring the economic security of the state and suggests the ways to achieve European standards in the national social sphere. Ukraine has chosen the strategic course of the European integration as a priority of its domestic and foreign policy. This course provides for modernization of all spheres of life at the state and local levels in accordance with the broad context of the development strategy of the EU member states.

Modern ideology, which is based on the principles of protection of citizens from major social risks (disability, impoverishment, etc.) and, partially, social paternalism, should be reconsidered in the context of principled of social inclusion. Improvement of existing approaches to social programming should start with a focus on the development and implementation of fundamental for social development state targeted programs on domestic and international social issues.

Reorientation of domestic social policy requires correction of the forecast-monitoring system of implementation of multilevel social development programs, in particular state targeted programs in terms of revision of criteria for evaluating the effectiveness of social support programs.

Keywords: European integration, economic security, welfare state, social policy, social partnership, economic policy, economic system.

Токарский Т. Б. Повышение экономической безопасности за счет евроинтеграционных реформ украинского социального сектора

Согласно статье 1 Конституции Украины – Украина является демократическим, социальным и правовым государством. Развитие высокоразвитого социального государства в Украине является актуальной потребностью формирования концептуальной модели и механизмов ее функционирования. Активная и эффективная социальная политика должна стать прочной основой всестороннего инновационного, социального развития страны, интеграции в Европейский Союз, основанием развития социального государства с конкурентоспособной социально ориентированной рыночной экономикой, способной обеспечить развитие общества, достойный уровень и качество жизни граждан.

В предлагаемой статье обоснована проблема обеспечения экономической безопасности государства и предложены пути достижения европейских стандартов для национальной социальной сферы. Обозначено, что выбранный Украиной стратегический курс европейской интеграции является приоритетом внутренней и внешней политики, предусматривает модернизацию всех сфер жизни граждан на государственном и мест-

ном уровнях в соответствии с широким контекстом стратегии развития стран Евросоюза.

Современную идеологию, основанную на принципах страхования человека от основных социальных рисков (потери трудоспособности, обнищания и т.д.) и, частично, социального патернализма, следует пересмотреть в контексте принципов социальной инклюзии. А совершенствование имеющихся подходов социального программирования стоит начать с концентрации на разработке и выполнении основных для социального развития государственных целевых программ, реализуемых в контексте внутренней и международной социальной проблематики.

Переориентация отечественной социальной политики требует коррекции прогнозно-мониторинговой системы выполнения разноуровневых программ социального развития, в частности государственных целевых социальных программ в части пересмотра критериев оценки эффективности программ социальной поддержки населения.

Ключевые слова: европейская интеграция, экономическая безопасность, социальное государство, социальная политика, социальное партнерство, экономическая политика, экономическая система.

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