

MEANS OF STATE TO RATIONALIZE THE BEHAVIOR OF THE PARTICIPANTS OF HOUSING AND COMMUNAL SERVICES MARKET

Syrovatka S.O.

Head of the Information Policy Sector of Department of Housing and Communal Infrastructure of the Executive Body of the Kyiv City Council (Kyiv City State Administration),
Postgraduate Student of National Academy for Public Administration under the President of Ukraine

In the article the theoretical-methodological aspects of state means of influence on the behavior of the participants of housing and communal services market (hereinafter – HCS) in the modern world are grounded. It is defined the most important features of HCS which cause public administration in this field of national economy. Based on the analysis of the evolution of approaches to the study of economic behavior and the current state of HCS market the author formulate the idea that effective means of state to rationalize the behavior of HCS market's participants should be grounded on the synthesis of neoclassical economic theory and behavioral economics. Based on the research results it is proposed to build a comprehensive model of state mechanisms in order to rationalize the behavior of HCS market's participants which should be based on the assessment of the economic efficiency of market and its participants. It is concluded that qualitative assessment of the economic efficiency of HCS market and its participants will determine the basic principles of economic functions, forms and means of public influence to rationalize the behavior of HCS market in modern environment.

Key words: housing and communal services, housing and utilities, market relations, rational economic behavior, participants of housing and communal services market, public means of influence.

Formulation of the problem. Housing and Communal Services (hereinafter – Housing Utilities) is an independent sector in the system of the national economy, the main purpose of which is to meet the needs of the population in quality and affordable services that provide normal living conditions. Hence, the efficiency of the functioning of this sector is largely conditioned by both the social security of citizens and social and political stability in society, which makes the problems of functioning of this sector particularly significant.

The results of the reform of housing and communal services in the country during the last decade show no real transformation in this area. Implementation of state policy in the field of housing and communal services, in particular in terms of providing population with quality and affordable housing and communal services (hereinafter – HCS), faced a number of challenges and threats. Unsatisfactory economic state of housing and communal services enterprises, low level of payment for services provided, lack of investments, disorderly management and financial support require new alternative approaches to solving their problems. The general critical condition of housing and communal services requires immediate intervention by all stakeholders and, in the first instance, the state and local self-government bodies.

At the same time, the transformation of Ukraine's economic system aims to form a socially oriented market economy. It is impossible to achieve this goal without the active participation of the state. Of particular importance is the clarification of the role of tools and instruments of regulation. In the conditions of the market transformation of the Ukrainian economy, the need for a conscious influence of the state on the formation of modern civilized socio-economic relations in the market of housing and communal services is increasing.

Proceeding from the fact that state regulation of the economy is a complex of measures of the state aimed at directing the behavior of the subjects of the government in the direction necessary for achieving the goals set by the bodies of state power, the priority task on the way to stabilization of the situation in the field of housing and communal services it appears necessary to develop a set of state measures to influence the rationalization of the behavior of market participants of the housing and communal services with the account of the features of the functioning of this industry in modern conditions. Reasonable symbiosis between market and state regulators will allow to realize social and economic goals of development of housing and communal services, to achieve high efficiency of functioning of the industry, stable economic growth and to ensure social justice.

An analysis of recent research and publications on the issues and issues of previously unsettled parts of the general problem.

The intensification of studies on state regulation of the housing and communal sector in Ukraine is associated with the beginning of market transformations. In vitro and foreign science and practice, a significant theoretical and methodological basis of state regulation of housing and communal services has been accumulated. Over the past three years, Berezhnaya A.Yu., Vityshchuk K.O., Golov-Chak G.V., Zhuk M.M., Kovtun O.A. made significant contribution to theoretical and applied principles of state regulation of housing and utilities sector. Mokhortov Yu. O., Osenenko SP, Panasenko I.O., Pertkova O.O., Popadyuk O., Prosovich O.V., Protsak K.V., Ribachuk V.L., Ruzhinskaya N.O., Skoryk AP, Trachenko L.A., Filatov V.M., Yakovlev P.O. and other.

An analysis of recent research shows that scientists mostly follow the reasons for the critical state of the housing and communal services sector and prove the need for state intervention

in the functioning of this industry, but in our opinion, there are not enough scientific developments regarding the means of influencing the behavior of participants in the HCS market and their mechanisms application. Researchers find that there is a mismatch between the interests of consumer households and the enterprises of the housing and communal services enterprises, which exacerbates social tensions, but not enough attention is paid to the mechanisms of balancing the interests of the participants of the housing and communal services market, for today the state's role in the formation of rational economic behavior is not clearly defined in this market.

The forms of interaction between the state and the market, the limits of state interference in the economy remain the focus of many economic areas and schools. The theoretical substantiation of the complex and contradictory process of regulation of the housing sector in the context of the transformation of the economy relies predominantly on the postulates of classical theory, the priority principle of which is the observance of pure economic theory without subjectivity, psychology and other non-economic factors. However, in our opinion, in this case, it is advisable to apply alternative neoclassical approaches that allow us to study the existing problems in terms of the interdisciplinary approach, at the intersection of various human sciences: economics, psychology, philosophy, etc. After all, economic behavior is primarily a human behavior associated with the choice and decision making regarding the rational use of resources to meet needs.

At the same time, in the conditions of the transformation of the economy, the internal and external conditions of functioning of housing and utilities are radically changing, which when creating an effective model of state influence on the behavior of the market participants of the housing and communal services causes the need to take into account the peculiarities of the functioning of this industry in modern conditions.

The purpose of the article. The main purpose of this work is to substantiate theoretical and methodological aspects of the study of the means of state influence on the rationalization of behavior of participants in the HCS market and to propose an effective model of state regulation of this industry, adapted to the current conditions of functioning of the national economy.

Presenting main material. In the modern economy, the market is the basis of life-long-term activity. The state, in principle, obeys the market rules of the game, based on ownership. But the state is not a passive observer of economic processes in a market economy. It interferes with the market, regulates it through taxation and budget

redistribution, legislation, through the development of mandatory standards for implementation (including economic ones), and so on. Unlike the market forces, the state has a generally recognized and exclusive right of coercion, that is, the right to restrict the freedom of choice of economic agents.

Today, the state represents the core of the existing social system, it concentrates power, authorizes the existence of all other non-state institutes. The state formulates the principles and organizes the forms of social life, forming the basis of the institutional hierarchy. The state gave rise to a new form of social conditionality of human behavior, separating the general interests from the private [1, p. 257].

As historical experience shows, the state at all times has been interfering in one way or another in economic processes. However, the economic role of the state in different periods was uneven. The current model of regulation, which operates in most major market economies, is a kind of synthesis Keynesian and neoliberal (monetary) forms and methods, suggesting the impossibility of the banks to strict adherence to only one concept, that need not dogmatic, but creative solving problems concerning state intervention in the market mechanism [1, p. 261].

Housing and communal services – is an important link socially oriented economy, diversified economic complex, appointment-tions which is to provide housing and utility services to the population, budgetary institutions and commercial enterprises, providing CEA-ation respective rights and protection of public health, promotes socio-economic development and strengthening the security of the state [4, p. 207]. Consequently, the development of housing and communal services can be considered as a factor and indicator of state regulation of socio-economic development of the country.

State regulation of socio-economic development is an essential feature of a modern market economy of a mixed type. Market system as a system agreed to consider a variety of economic relationships between people, resulting in the production, distribution, metabolism, that sleep-Wan on certain principles. Consequently, the basis for the development of housing and communal services as a specific sphere of activity should also be certain rules (principles), the establishment and regulation of which should be carried out by the state.

Such norms and rules are established by the state through the legislation of Ukraine in the area of housing and communal services, which is based on the Constitution of Ukraine and consists of normative legal acts in the field of civil, housing

legislation and other normative legal acts regulating relations in the area of housing and communal services. The basic principles of organizational and economic relations arising in the sphere of provision and consumption of housing and communal services between the participants of this market (executive authorities, local self-government bodies, owners, producers, executors and consumers of housing and communal services), as well as their rights and obligations, are regulated by the Law Of Ukraine "On Housing and Communal Services" [7].

However, as practice shows and proves numerous scientific studies [5; 6; 8; 9], the principles of state policy in the field of housing and communal services, as declared in the law, are not adhered to today, the means of regulating relations in this sphere are not effective and require the clarification, addition and establishment of clear mechanisms for their application.

In particular, we can state the existence of such problems: there are no false market principles of management; very weak competition; the proper conditions for rational use of available resources are not created; there is no proper control in the field of activity of natural monopolies; enterprises, institutions and organizations that produce, execute and / or provide housing and communal services, are not able to operate on a self-financing basis; not reached the level of economically justified expenses for the production of services; these / us / tariffs on housing and communal services do not correspond to the level of socio-economic development and technical capabilities; do not adhere to the established standards, norms, norms, procedures and rules regarding the quantity and quality of HCS; the legislative framework remains incomplete and controversial; no effective mechanisms for social protection of the poor people have been created, etc.

Such a situation proves the need for state intervention in the processes taking place in the market, and prompts the search for effective mechanisms that will ensure the efficient functioning and sustainable development of the housing and communal services sector. At the same time, transformational processes, which are caused by a number of objective reasons and naturally occurring in the Ukrainian economy, actualize the significance of the category of "economic behavior", which, in our opinion, is the leading one for explaining the functioning of the housing and utilities sector in today's changing conditions.

Economic behavior as a separate form of human behavior has long been the interest of economists, psychologists, sociologists. However, there are fundamental differences in the approaches of economists and psychologists

to study it. From the economic point of view, economic behavior is regarded as economically feasible, rational, aimed at maximizing benefits and minimizing costs [3, p. 289].

In general, economic behavior can be defined as behavior related to the consideration of economic alternatives for the purpose of rational choice, that is, a choice in which costs are minimized and a net benefit is maximized. Based on the balance of rationality and emotionality of their thinking, people make only those actions that will bring them the greatest net benefit (namely, the benefits taking into account the possible costs associated with these actions).

Different models of economic behavior are described in the economic literature. Its essence is considered mainly within the framework of two directions of world economic thought: classical and neoclassical theories, on the one hand, and institutional and non-institutional concepts, on the other [3, p. 289].

Analysis of the evolution of approaches to the study of economic behavior and the current state of the housing and communal services market make it possible to formulate the view that effective means of influencing the state to rationalize the behavior of participants in the housing and public utilities market should be formed, based on the synthesis of neoclassical economic theory [2, p. 77], which provides further development and multifactorial economic-mathematical modeling of the theory of rational economic behavior of economic entities and behavioral economic theory [2, p. 86], and the tactic recognizes the limited rationality of economic behavior of economic actors, caused both by incompleteness of information and cognitive (informative) limitations of economic entities. At the same time, state-contributing actors themselves play an active role in the formation of institutions and norms.

It should be borne in mind that state regulation in the field of housing and utilities is to a large extent due to the peculiarities of this branch of the economy, among which the most significant are as follows [3]:

- 1) high social significance, which causes state control and state regulation;
- 2) high level of complexity, large areas of service, variability of types of work;
- 3) simultaneity and local character of production and consumption of alkali, and consequently – lack of stocks of finished products;
- 4) specific structure of fixed assets and expenses;
- 5) impossibility of abandonment of housing and communal services;
- 6) specificity of relationships and settlements with consumers of services;

7) monopoly of the industry and uncertainty of ownership issues.

The complexity of the relationship between the subjects of state regulation and objects of regulation is explained by the double criteria that are used to determine the effective work and satisfactory state of the industry. On the one hand, the efficiency of the enterprises of the industry is directly related to the increase of tariffs; on the other hand – improving the living conditions of the population, raising the level of payment for services rendered, and in this regard the interest of the subjects of state regulation is exactly the opposite – the restriction of the growth of tariffs [6, p. 173].

Undoubtedly, the public is interested in reducing tariffs and improving the quality of housing and communal services. Interests of housing and utilities enterprises are formed on the basis of economic needs, that is, the profit. The role of the subjects of state regulation of the industry is to regulate relations between the population and enterprises [6, p. 173].

In our view, there is a need to build a comprehensive model of state-owned mechanisms to influence the rationalization of the behavior of market participants in the HCS. Such a model should be based on an assessment of the economic efficiency of the market of housing and communal services and its participants. For this we propose to apply two approaches: market-oriented and program-oriented. The first approach will allow to make an accurate assessment in the area of rational behavior of the market participants of the HCS on the basis of several upgraded, but traditionally used to assess the effectiveness of indicators (income, profit, solvency, competitiveness, profitability, etc.). Within the framework of the program-target approach they should be supplemented with qualitative and quantitative indicators that will reveal the degree of self-realization and achievement of the set goal.

That is, in our view, such a model must be built on the basis of the scale of rationality / irrationality of behavior when compared with the k-nt-sevym result of economic activity in a context of increasing motivation and development of the motivation process. A qualitative assessment of the economic efficiency of the market of HCS and its participants will allow to determine the basic principles, economic functions, forms and means of state influence on the rationalization of the behavior of participants in the HCS market in modern conditions.

Conclusions and perspectives of further research. The research conducted proves that the current market of housing and communal services is regulated, state regulation of the behavior

of participants in the housing and communal services market is an integral part of the economic mechanism of housing development. Under the current conditions, the declared principles of the state policy of Ukraine in the area of housing and communal services are not respected, the means of regulation of relations in this sphere are not effective and require clarification, support and establishment of clear mechanisms for their application.

Analysis of the evolution of approaches to the study of economic behavior and the current state of the housing and communal services market make it possible to formulate the opinion that effective means of influencing the state to rationalize the behavior of participants in the HCS market should be formed, based on the synthesis of neoclassical economic theory and behavioral economic theory. The study formed the idea of the necessity of building a comprehensive model of state mechanisms for influencing the rationalization of the behavior of participants in the housing and communal services market, which should be based on an assessment of the economic efficiency of the market of HCS and its participants.

The substantiation of the peculiarities of constructing such a model may be the perspectives of further research, which will determine the basic principles, economic functions, forms and means of state influence on the rationalization of behavior of market participants of the housing and communal services, the practical application of which will contribute to the efficient functioning and sustainable development of the housing and communal services sector.

REFERENCES:

1. Білецька Л. В. Економічна теорія (Політекономія. Мікроекономіка. Макроекономіка) : навч. пос. / Білецька Л. В., Білецький О. В., Савич В. І. [2-ге вид. перероб. та доп.]. – К. : Центр учбової літератури, 2009. – 688 с.
2. Довбенко М. Криза економіки – не криза науки : монографія / Михайло Довбенко. – К. : – ВЦ «Академія», 2009. – 304 с.
3. Менеджмент : підручник для бакалаврів / під ред. А. Н. Петрова [2-е вид., випр. і дод.]. – М. : Вид-во Юрайт, 2012. – 645 с. – Серія : Бакалавр. Поглиблений курс.
4. Ніколаєва О. М. Місцеві фінанси : навч. посіб. / О. М. Ніколаєва, А. С. Магларідзе. – К. : Центр учбової літератури, 2013. – 354 с.
5. Панасенко І. О. Житлово-комунальне господарство як об'єкт держаного регулювання / І. О. Панасенко // Теорія та практика державного управління. – 2013. – Вип. 3 (42).
6. Попадюк О. І. Деякі аспекти стратегічного планування розвитку житлово-комунального господарства / О. І. Попадюк // Економіка промисловості. – 2012. – № 1–2 (57–58). – С. 170–177.

7. Про житлово-комунальні послуги: Закон України від 24 черв. 2004 р. № 1875-IV (за станом на 1 січ. 2016 р.) [Електронний ресурс]. – Режим доступу : <http://zakon3.rada.gov.ua/laws/show/1875-15>

8. Рибачук В. Л. Житлово-комунальні послуги як об'єкт державного управління в умовах ринкової економіки / Рибачук В. Л. // Електронне наук. фахове видання «Державне управління: удоско-

налення та розвиток». – 2012. – № 3 [Електронний ресурс]. – Режим доступу : http://nbuv.gov.ua/UJRN/Duur_2012_3_10

9. Філатов В. М. Особливості механізму державного регулювання сфери житлово-комунального господарства на регіональному рівні / В. М. Філатов, І. В. Пивовар // Наук. вісн. Херсон. держ. ун-ту. – 2015. – Вип. 10. Ч. 4. – С. 132–137.