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SECTION 1 THEORY AND HISTORY OF PUBLIC ADMINISTRATION

LEGAL STATUS OF UKRAINE NGO IN THE EUROPEAN STANDARDS

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The history of the formation and development of public organizations of Ukraine was researched. Were marked characteristic features of NGOs. Were showed types of NGOs. Was analyzed the legal regulation of the establishment and termination of NGOs. Harmonize elements of the legislation of Ukraine on associations with European standards were researched.

Key words: NGOs, the law on NGOs, the legal status of NGOs, NGOs signs of, European standards of public organizations.

Formulation of the problem. Taking into account the fact that the Ukrainian people have chosen the democratic path of their development, the existence of a functioning mechanism for the realization of freedoms and human rights needs special attention.

In Ukraine, public organizations are formed in accordance with the constitutional right to form associations (Article 36 of the Constitution of Ukraine). Proceeding from this, the democratic basis of regulation of the formation and activities of public organizations promotes the realization of this right.

One of the many specific features of a truly democratic state, which Ukraine seeks to become, is the involvement of the general population in making decisions that are important to the community of people, by the authorities.

Analyzing the experience of the European Union member states, we conclude that it is more effective and constructive to involve not individuals but the organized public.

It is this community, which is manifested by civil society institutions, is public organizations.

Issues related to the formation and functioning of public organizations are regulated mainly by the Basic Law of Ukraine and the Law of Ukraine "On Public Associations" of March 22, 2012.

In Ukraine, in addition to the Law on Public Associations of March 22, 2012, which has a general character, a number of laws of a special nature about non-governmental organizations are in force, namely: Laws of Ukraine "On Charitable Activities and Charitable Organizations", "On freedom of conscience and religious organizations", "On trade unions, their rights and guarantees of activity", "On youth and children's social organizations", etc., whose norms often contradict the norms of the Law of Ukraine "On Public Associations" Dated March 22, 2012., and therefore, in our opinion – need to be reviewed.

Taking into account the Euro-integration vector of Ukraine's development, it is expedient and logical to carry out such a review taking into account and using European standards as a person's rights (the Convention for the Protection of Human Rights and Fundamental Freedoms of 1950) and on non-governmental organizations (Recommendation of the Committee of Ministers of the Council of Europe to the states members on the legal status of non-governmental organizations in Europe 2007 No. SM/Rec (2007) 14 and the Fundamental Principles of the Status of Non-Governmental Organizations in Europe in 2002).

Analysis of recent research and publications. Analyzing the historiography of this problem, we arrive at the conclusion that in modern science there were no complex and solid studies of the legal status of civil society organizations as subjects of civil law. Until the 90's of the XX century, certain aspects of the participation of civil society organizations in civil-law relations were considered in the writings of such scholars as S.M. Brother, V.V. Kachanova, G.O. Kudryavtseva, G.V. Mishchenko, P.I. Sedugin et al. Since 1991, after the proclamation of Ukraine by an independent state, the main attention of the scientists of this sphere at the level of monographic and dissertation study was given to the constitutional, legal and administrative status of public organizations (N.P. Gaev, A.M. Vashchuk, E.E. Dodin and etc.).

A significant contribution to the study and research of public-law issues related to non-governmental organizations is the work in the form of dissertations by O.M. Vashchuk "Constitutional legal status of civic organizations in Ukraine" and Ye.E. Dodina "Administrative and legal status of public organizations in Ukraine". But the research is based on an outdated legal framework and the authors either do not relate to the existence

of international standards in the field of the formation and functioning of civic organizations, or are limited only by international standards on the right to association.

The problems and aspects of the legal status of private law entities are thoroughly and thoroughly studied and studied, in the works of such scholars and scientists as S.S. Alekseev, A.Yu. Babaskin, T.V. Bodnar, V.I. Borisova S.M. Brother, O.M. Vinnik, V.V. Volovyk, M.K. Galantich, O.V. Dzera, A.S. Dovgert, I.V. Zhilinkova, D.V. Zadhaylo, I.S. Kanzafarova, O.R. Kibenko, N.V. Kozlova, V.M. Kossak, O.V. Kokhanovskaya, V.M. Kravchuk, N.S. Kuznetsova, I.M. Kucherenko, V.V. Lutz, R.A. Maidanyk, V.K. Mamutov, D.I. Meyer, J.O. Pokrovsky, V.D. Primak, N.O. Saniahmetova, V.I. Semchyk, I.V. Spasybo-Fateyev, R.O. Stefanchuk, Ye.O. Sukhanov, N.I. Titova, L.M. Trufanova, E.O. Kharitonov, O.I. Kharitonova, V.D. Frolov, P.P. Cherevko, B.B. Turtles, Ya.M. Shevchenko, G.F. Shershevich, R.B. Shishka, S.I. Shimon, V.S. Shcherbyna, V.L. Yarotsky and others. The legal status of individual subjects of civil law, in particular charitable and religious organizations (O.Yu. Litvina, V.P. Pidbna, V.D. Fuchegi, V.O. Chepurnov, and others) is studied and analyzed. However, the problems of the legal status of NGOs as subjects of civil law were deprived of due attention of scientists and scientists of modern national science, especially legal, which determines the actual choice of the subject of this study.

Selection of previously unsettled parts of the general problem. The scientific novelty of the results presented in the article is that the article is one of the first studies of civil society organizations as subjects of civil law, and the peculiarities of their participation in civil legal relations.

The purpose of the article. The purpose of the article is to form the theoretical basis of the legal status of public organizations as subjects of civil law and to develop concrete and constructive proposals for improving and improving the norms of the current legislation of Ukraine in this area in accordance with and taking into account European standards.

Presenting main material. The history of the formation and development of civic organizations on the territory of Ukraine has more than two centuries. The following stages can be distinguished: the first (the stage of the birth of ideas, concepts, the creation of the first public organizations, which lasted until March 3, 1906, and was characterized by the absence of appropriate normative legal acts that would regulate their creation and activities); the second stage (from March 4, 1906 to 1917, during which the adoption in the Russian Empire of a normative

legal act regulating the creation and activities of civic organizations, became the impetus for their development); the third (the Soviet stage, which lasted from 1917 to 1991 and was characterized by strict state control over the creation and activities of civic organizations); the fourth (the current stage, which lasts from 1991 to the present day and is characterized by the formation of national legislation in the field of creation and activity of public organizations and its reforms in accordance with European standards) [17, p. 129].

The fourth ("modern") stage of the history of the development of civic organizations in Ukraine can be divided into two sub-stages: the first, which lasted from 1991 to 2003, during which the formation of the national legislation on civic organizations took place (adoption of the Law of Ukraine "On the Law" unions of citizens "and other normative-legal acts) and the constitutionality of the right to create public organizations (Article 36 of the Constitution of Ukraine); the second, which began with the entry into force of the Civil Code of Ukraine (January 1, 2004), which recognized NGOs as non-business partnerships and gave new impetus to the development of civic organizations, is still ongoing and is characterized by the reform of national legislation in the field of the establishment and operation of civic organizations in accordance with European standards [18, p. 205-206].

Considering this issue, it should be noted that for a public organization as a subject of civil law, based on scientific research Mendzhil M.V., characterized by the following features:

- the attributes peculiar to her as a legal entity (organizational unity, state registration and civil legal personality, manifestation of which is the separation of property, a statement in civil relations on its own behalf, independent property liability and the ability to be a plaintiff (defendant) in court);

- signs inherent in a public organization as a non-business partnership (special legal capacity, non-entrepreneurial character and non-profit activities);

- constitutive features that reveal the essence of a public organization – the purpose of creation and activity (public organizations are created to meet and protect legal social, economic, creative, age, national-cultural, sports and other interests) and the membership of public organizations.

Public organizations are the constitutional and legal form of public associations. They have the following characteristics of public associations, such as voluntariness, self-government, non-statehood and non-profit; these features are distinguished by civic organizations from politi-

cal parties. From another constitutional and legal form of public associations – public unions – public organizations are distinguished, firstly, by the fact that their founders and members (participants) can be only individuals, and secondly, that the founders and members (participants) by their actions take part in the work of a public organization [2, p. 14].

The modern system of public organizations in Ukraine has a fairly extensive structure and includes: trade unions, employers' organizations, youth and children's community organizations, creative unions, public organizations of physical culture and sports, public organizations of victims of Nazi persecution, disabled people, etc. The analysis of the provisions of normative legal acts does not provide grounds for considering public formations to protect public order and the state border as a form of public organizations [15, p. 187].

In studying this issue, we conclude that the place of public organizations in the general system of civil law subjects of Ukraine as such falls on the legal entities of private law.

In the process of establishing a public organization as a legal entity, two stages can be identified: initiative-organizational, which includes the will of the founders, which is expressed in the decision to establish a public organization at general meetings (conferences, congresses), elaboration and approval of the charter and formation of management bodies; registration, which envisages the legalization of a public organization and the state registration, as a result of which it acquires the status of a legal entity [16, p. 14].

It is on the basis of the statute should operate public organizations that acquire the status of legal entity. If public organizations are legalized by way of notice of establishment, they, in our opinion, can act on the basis of the provision.

The basis for legal regulation of the reorganization of non-business partnerships, including public organizations, may be the following principled approach: in the process of merger, division and separation of non-entrepreneurial society, only a non-entrepreneurial society can be created; non-commercial partnership cannot be transformed into a business association or join it [19, p. 146].

As a result of the reorganization or liquidation of a public organization, the termination of its activities, as well as any legal entity of private law, means the termination of its legal personality.

Civil capacity of non-governmental organizations can be defined as their ability to have civil rights and duties, and the content of legal capacity is specific property and personal non-prop-

erty rights that are provided to these organizations of the Central Committee of Ukraine, other normative legal acts and can be fixed in the statutes. The capacity of a specific public organization is determined by the purpose of its creation and activities, which is enshrined in the statute [22, p. 372].

A positive phenomenon in Ukraine is the fact that legal entities have general legal capacity, however, in our opinion, it would be appropriate to establish a special legal capacity in the Civil Code of Ukraine for all non-entrepreneurial societies, including civil society organizations.

A public organization that has acquired the status of a legal entity has a wide range of rights that can be classified into the following types: rights of organizational and representative nature (the right to disseminate information; to represent and protect their legitimate interests and legitimate interests of its members (participants) in state bodies, bodies local authorities, enterprises, institutions and organizations; mass events (meetings, rallies, demonstrations, etc.); the right to form or join associations (unions, associations, etc.); civil rights (property and personal non-property rights) [19, p. 147].

Any public organization of different directions should have its own unique name and in no case use the name of another legal entity. The direct right to name of a public organization includes: the right to a full and abbreviated name, the exclusive right to use its name, the right to demand from other natural and legal persons the termination of the misuse of the name and the right to protection against such unlawful use. The prohibition against the use of the name of a public organization by individuals and legal entities is legally prohibited, protection against the misuse of the name of a public organization is not conducive.

Conclusions and suggestions. The existence in the constitutional legislation of civic organizations of the territorial status of civic organizations (international, all-Ukrainian and local) does not comply with the Convention for the Protection of Human Rights and Fundamental Freedoms of 1950 (as specifically mentioned in the judgment of the European Court of Human Rights in the case of "Koretsky and others v. Ukraine"), as well as Recommendation No. CM/Rec (2007) 14 and the Fundamental Principles. Such an approach violates the principle of equality of these civil society institutions. In order to harmonize the constitutional legislation on public organizations with European standards, it is proposed to introduce two statuses – international and national, without linking them exclusively with the territory of the activity of a public organization. An important factor in determining the status of a public organiza-

tion should be the citizenship of its founders and members (participants) [2, p. 12].

Studying and analyzing the Law of Ukraine on Citizens' Associations of June 16, 1992, No. 2460-XII did not comply with Recommendation No. CM/Rec (2007) 14 and the Fundamental Principles regarding the possibility of forming non-membership non-governmental organizations. The Law of Ukraine "On Public Associations" of March 22, 2012 No. 4572-VI does not deny the possibility of establishing such institutions of civil society, but does not regulate their legal status separately. Thus, in order to harmonize the constitutional legislation of Ukraine on public organizations with European standards, it is necessary to take a number of concrete measures in the legislative and normative field to eliminate this gap.

It is advisable to provide public organizations with the right of normative initiative at the local level. At present, the internal structure of public organizations, established by the Law of Ukraine "On Public Associations" (2012), does not comply with Recommendation No. CM / Rec (2007) 14 and the Fundamental Principles due to the extreme complexity. In connection with this, it was suggested that public organizations that provide for the membership should form a non-governmental organization in the organizational and legal form, with the mandatory presence of such bodies as the general meeting of members and the executive body (a similar structure of bodies for the membership organizations that are legalized by message). It is advisable to regulate in detail the procedures for convening and holding a general meeting of members of a public organization in the Law of Ukraine "On Public Associations" [2, p. 13].

The study of the Law of Ukraine "On Public Associations" (2012) testifies that not all of its norms are still valid. This is due to the fact that by January 1, 2018, public organizations must bring their statutory documents in line with them, and before that they use their corporate norms, created in accordance with the provisions of the Law of Ukraine "On Citizens' Associations" (1992) On the basis of comparison of the Laws "On Public Associations" and "On Citizens' Associations", we arrive at a conclusion on the greater correspondence of the current law with European standards on civic organizations [2, p. 15].

In order to design and develop concrete proposals to improve the norms of the relevant legislation of Ukraine in accordance with European norms and standards, this problem requires further comprehensive and comprehensive study, however, in our opinion, the practical implementation of the above proposals, in our opinion, will improve this situation in the near future.

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SECTION 2

MECHANISMS OF PUBLIC ADMINISTRATION

A MISSION OF UNIVERSITY IS IN THE CONDITIONS OF REALIZATION OF CONCEPTION OF STEADY DEVELOPMENT OF SOCIETY

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In the article the mission of university is analyzed in the context of change of modern society. An analysis is carried out in the context of conception of steady development of society. It is traced as necessities and calls of modern society transform the mission of university. In the context of change of legislation of Ukraine «About higher education» the prospects of modernization of education and scientific activity are traced in university. Comparatively calls of informative and globalizing society with the necessities of population of separate region.

Key words: university, mission of university, education, scientific activity, steady development of society.

Formulation of the problem. The challenges of modern society contribute not only to its transformation, but also to the emergence of new forms of adaptation of people to new realities. Such forms of adaptation are the concept of sustainable development of society, which involves the formation of a balanced society needs-interests. An important mechanism for the implementation of this concept is education. In this context, the problem of adapting the mission of a modern university to the needs and interests of the society and using it in preserving the balance in it is a topical issue.

Analysis of recent research and publications. The problem of the university as an institution of society and education in general has always been of interest to many researchers (D. Bell, J. Newman, H. Ortega-i-Gasset, E. Fromm, K. Jaspers). Modern theorists of university education F. Altbach, B. Clark, J. Salmi et al. rethink the achievements of predecessors taking into account socio-cultural and economic potential of modern educational institutions. However, the question of transforming the university's mission in modern conditions remains relevant, especially in view of the emergence of new results and research in this area. Among the modern researchers of this problem is to allocate T. Balmasov, N. Golovko, E. Grebenshchikov, A. Meshchaninov, V. Polzun, R. Safronov, L. Shevchenko.

Selection of previously unsettled parts of the general problem. Despite the considerable interest in the problem of the mission (idea) of a modern university in society in the context of its global nature and informatization, the researchers' attention was paid to the problem of the implementation of this mission on the ground, especially in certain regions. With the introduction in Ukraine of a program for decentralization and popularization of the concept of sustainable development of society, this issue becomes newly urgent.

The purpose of the article. To analyze the mission of the university in the conditions of implementation of the concept of sustainable development of society.

Presenting main material. Since its inception, the university as a social institution was not only the center of education and enlightenment, but also popularization of ideas, stances, and style of behavior. The University has always responded to the needs of society – in the Middle Ages and the Renaissance, universities functioned as a translator and accumulated knowledge of the past, providing the society with the most sought after specialties: medicine and law. In the New Age, the university begins to produce not only new knowledge, but also scientific discoveries. However, their evolution in higher education was achieved in the nineteenth century, when modern examples of classical universities were created in Europe: the Berlin (1810) by V. Humboldt and the idea of the J. Newman University. The peculiarity of these institutions was not only the implementation of direct functions in society, but also the presence of a specific idea (mission). Humboldt argued that the university should be based on the principles: assessment and use of knowledge not only as a practical value; Leveling of empirical knowledge for the sake of the propagation of fundamental; the domination of the humanitarian component in any form of education. Newman proclaimed the main mission of the university to create an intellectual culture, which would become the basis for the formation of intelligence [6, p. 13–15]. These ideas formed the basis of a modern university, but the challenges of the information and post-industrial society stimulated the formation of a new approach to understanding the mission of the university.

In today's conditions, researchers most often under the mission of the university understand the “social mission of the university”, but its inter-

pretation is quite a difference depending on its implementation in a particular area of public life. Thus, T. Balmasova highlights the following content characteristics of this mission: a set of specific services that contribute to the accumulation of wealth in society; obtaining the benefit of managing the hangman (it should be noted that this aspect is clearly reflected in the Law of Ukraine "On Higher Education" in part 7) [2, p. 38]. At the same time, in order to ensure this mission, the university, in the opinion of European experts, must have: human resources, intellectual property, commercial benefit from the implementation of its own ideas and projects, established links with enterprises, state institutions, voting rights and the ability to make decisions, to be an active participant in social and cultural life, to broadcast knowledge in society [2, p. 38].

At the same time, it should be remembered that the realities of Ukraine, in addition to the economic need, require the university to form nationally conscious citizens capable of responding adequately to the challenges of the present. That is why the list of the University's social mission, according to T. Zhizhko remarkable remark, should include the formation of nationally conscious elite of society, a tolerant and understanding participant in intercultural dialogue capable of independent study and improvement [9].

However, the most common is the idea of modern researchers about the university as a new business unit. So, E. Ivakhnenko analyzes in his works such a phenomenon as "University excellence" (university of advantages, perfection, high quality) [9]. J. Nelless and T. Worley suggested that education be regarded as a driving force for the economy and proposed the idea of "knowledge economy". Researchers argue that being a concentration of intelligence and creativity, the university must become the basis for the economic development of society [7]. In the work of K. Kerr "Use of the University" also emphasizes that the university has all the prerequisites for the formation of a timely challenge to economic and political problems in society [7]. Such interpretations provoke the popularization of the idea of a university mission as a business idea of the university.

For our society, there are common types of educational institutions such as commercial, private, corporate, networked educational institutions. However, with the change in the legislation of Ukraine on higher education, a research university is becoming a priority form of the university: "A national higher education institution that provides breakthrough state development in certain areas of knowledge based on the model of the combination of education, science and inno-

vation, promotes its integration into the world of educational and scientific space, has recognized scientific achievements" [1]. Under such conditions, the mission of the university in Ukrainian society is transformed into a mission of stabilizing the socio-economic sphere of the state through mediation of significant scientific achievements. Under the law, this mission must be realized through the achievements of broad autonomy: "independence, independence and responsibility of a higher educational institution in making decisions regarding the development of academic freedoms, organization of educational process, research, internal management, economic and other activities, self-selection and staffing in within the limits established by this Law" [1]. However, for the implementation of a similar mission to higher education institutions of Ukraine, there are not a number of important components contributing to the development of science and education: academic mobility, exchange of experience, financial independence, the integrity of transfer of experience and the acquisition of new knowledge. In such circumstances, the association of higher educational institutions in centralized research centers appears to be the only option for the implementation of such a mission, but any artificial association cannot bring the benefits and effectiveness that are formed in a free and intellectually oriented environment.

Moreover, in today's society, there are options for solving a similar problem. Thus, the concept of knowledge production is proposed in the work "New Production of Knowledge: the Dynamics of Science and Research in Modern Societies" (M. Gibbons, K. Limaazh, H. Novotny, S. Schwarzman, P. Scott, M. Trow). It involves transdisciplinarity, organizational multiplicity, quality, controllability of knowledge and its social responsibility. All this in the context of the tripartite interaction of the university-production-state G. Itkowitz and L. Leidsdesorf reconsider the role of the university not as a translator of knowledge, but as a generator of innovative ideas and technologies [4, p. 270–271]. In such circumstances, the mission of the university is transformed precisely in the context of the needs of the informational and postindustrial society.

An important element of learning at all times was the translation of not only knowledge but also experience. It is in this aspect that the mission of the university must be built in the context of the concept of sustainable development of society. Understanding under steady development – the need to strike a balance between satisfying the modern needs of mankind and protecting the interests of future generations, taking into account their need for a safe and healthy envi-

ronment [8, p. 17], modern researchers consider the most important element in the implementation of this concept of wide enlightenment and awareness of people about all components and principles of sustainable development of society. Most thoroughly this approach is reflected in the report of W. Bodmer (1985), which referred to the need to understand the importance of understanding by all strata of the population of science. According to the British scientist, only when science becomes clear to society, it can be formed as a civil society. When the understanding of science and its goals will improve in society, the decision-making mechanism will also be more effective, which will contribute to the improvement of the standard of living of the population [3].

At the same time, the concept of sustainable development of society in Ukraine is most often oriented towards solving regional problems, especially in the context of the introduction of the course on decentralization. In such circumstances, the social mission of a separate university is redirected to local needs, such as the state of economic development of the region, the strategic plan for the development of the region, the labor market, the prospects of employment, the level of material provision of universities, the level of international cooperation, the level of higher education infrastructure, the traditions of the university [5, p. 5]. In such conditions, the business idea and the scientific potential of the higher educational institutions are proportional to the level of regional development. However, it is in these educational institutions that national ideas are being preserved and promoted, an atmosphere is created for educational activities. A significant potential of such institutions is the promotion of self-improvement and the search for innovative ways to solve problems. It is on the example of such universities that the concept of sustainable development of society is realized and popularized in modern conditions.

However, in such circumstances, one should also talk about the sustainable innovation development of the university. It should include not only scientific and educational potentials, but also the level of social, political, economic, ecological, spiritual development, national identity, intercultural integration. It is under such conditions that a holistic social mission of the university can be realized in the country and a high index of human development is ensured.

Conclusions and suggestions. Thus, in today's market conditions, increasingly under the mission of the university is understood the entrepreneurial potential of research institutions. However, taking into account the feasibility of implementing the concept of sustainable development in the world, the university's social mission should reorient to more complex tasks of balancing needs and interests of society. In such circumstances, a more detailed study requires the implementation of this concept in separate regions and the example of regional educational institutions.

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INTERNATIONALIZATION AS A MAINSTREAM IN THE DEVELOPMENT OF HIGHER EDUCATION

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The paper highlights modern trends of internationalization in the world. The positive role of internationalization of higher education on the national and the institutional levels has been determined. The measures for importance's intensification of higher education internationalization have been presented. The necessity of the development of the strategy on higher education internationalization adapted to the country's specifics and built on the priorities' system has been rationalized. The possibilities of public policy to support the internationalization of higher education and to motivate universities' community to its development have been determined.

Key words: internationalization, international mobility, higher education, public policy, university.

Formulation of the problem. The emphasis on academic internationalization is one of the driving forces behind the reform of higher education in Ukraine and in the world. In accordance with the Mobility Strategy of the European Higher Education Area 2012, countries are encouraged to develop and implement national strategies for internationalization and mobility. Taking into account the aspirations and efforts of the university community to develop the process of internationalization of higher education, it is justified to develop a national strategy for the internationalization process, which is currently absent in Ukraine. The development of international activities in higher education institutions requires not only internal financial, organizational and human resources, but also external financial support and effective management. Therefore, there is a need to improve the existing mechanisms of internationalization of higher education in Ukraine.

Analysis of recent research and publications. The question of the formation of the world and pan-European educational space in the context of the internationalization of higher education became the subject of scientific research as domestic (T. Andrushchenko, L. Gurch, V. Zinchenko, S. Kurbatov, N. Meshko, N. Rybka, I. Sikorska, M. Debich, O. Kozievskaya, A. Sbrueva, I. Stepanenko, etc.) and foreign scientists (F. Altbach, W. Brandenburg, B. Wulfson, H. de Witt, J. Knight, L. Risberg, K. Tremblay, P. Scott, etc.). So M. Debich analyzed the European approach to the internationalization of higher education. O. Kozievskaya researched the experience of the Scandinavian countries in regulating the processes of academic mobility at the state level. The generally accepted working definition of internationalization was formulated by J. Knight. According to research by R. Culen, increasing international mobility is an additional bonus in the development of so-called "skills of the XXI century". Among the latest domestic and foreign studies related to the topic of the project, it is worth noting the following. A. Sbrueva [1] outlined the essence of the notion of "internationalization of higher education", characterized the

target priorities, the substantive principles and mechanisms of the implementation of a comprehensive European strategy for the internationalization of higher education, and identified the priority tasks of developing a national strategy for the internationalization of higher education in Ukraine. M. Debich [2] conducted a systematic study of internationalization of higher education, as well as an overview of national strategies for internationalization in foreign countries. H. de Wit [3] highlighted the fundamental thesis that internationalization should be viewed not as a result but as a means of achieving higher quality education for society. G. Gudzik [4] determined the factors of the success of internationalization. R. Koolen [5] investigated the influence of the processes of internationalization on the national economy and the training of future specialists for professional activities.

Selection of previously unsettled parts of the general problem. Internationalization of higher education is a relatively new phenomenon that can have different interpretations. The process of internationalization of higher education develops thanks to dynamically evolving political, economic, socio-cultural and academic factors. The combination of these factors varies according to the region, country, institution of higher education or a specific educational program. A universal model of internationalization does not exist. Existing regional and interstate differences in internationalization are constantly changing, as are the differences between approaches to internationalization used by different universities. The European experience convinces us that in the context of internationalization there is no single patterned approach that would always work. Therefore, the search for a strategy for the development of internationalization of higher education in Ukraine needs to be continued. Methods of implementing higher education strategies can have a significant impact on their outcomes, depending on the potential of the responsible persons. These questions are not thoroughly analyzed and therefore need to be completed.

Formulating the goals of the article. The importance of internationalization of higher edu-

cation for the country as a whole, and for higher education institutions, in particular, is difficult to overestimate. Taking into account the aspirations and efforts of the university community to develop the process of internationalization of higher education and taking into account international experience, it is reasonable to develop a state strategy and to support the internationalization process. Therefore, the purpose of the paper is to find ways and means of state policy to support the internationalization of higher education at the national level, as well as to promote its development at the level of each individual institution of higher education.

Presentation of the main research material. According to researchers, internationalization in Ukraine stimulates national educational reform and aims at ensuring that higher education institutions find their place in the international educational space. At the same time, internationalization would not be possible without removing the existing barriers in strategic planning, distribution of financial and human resources and priority areas of work. In the case of a constructive approach and with the support of foreign partners, Ukraine may well be an example for other post-Soviet states in the field of educational innovation. The greater the impact of internationalization on increasing the level of openness of the Ukrainian system of higher education, the easier and faster the transformation will be able to adapt [6, p. 19; 7, p. 27].

The results of the surveys on the internationalization of higher education in Europe and in the world conducted by the International Association of Universities and the European Association for International Education [8] indicate that Europe is the most attractive internationalization partner for countries from other regions of the world. The survey of leading international peace-keeping experts in the Delphic method shows a scenario that seeks to strengthen the internationalization of higher education in Europe under the influence of globalization and the growing number of stakeholders. This scenario implies an increase in international mobility, an increase in the number of international educational programs, and an increased emphasis on the internationalization of curricula in order to increase access to internationalization for those students who are not actively involved in mobility. The study also showed an increase in the importance of partnerships and alliances in the development of education and science, as well as the role of the European Commission in the development of internationalization of higher education. Of course, many barriers, including linguistic ones, must be overcome, as well

as those that are associated with the peculiarities of academic culture, finance and regulatory regulation. The main factors of the development of internationalization are information technologies, enhanced cooperation, emphasis on quality results, support for public-private initiatives, convergence of education and science, and the improvement of the coherence of educational programs. The scenario suggests that if these barriers are overcome, graduates from European universities will be able to make a significant contribution to the development of global citizenship ideas and become world-class professionals, which will allow Europe not only to compete better in the international economic space, but also to develop more qualitative partner interaction. [8, p. 19].

The generally accepted work definition of internationalization was formulated by J. Knight as "a process of purposeful international, intercultural or global education of higher education with a view to improving the quality of education and science for all students and employees of higher education institutions, as well as making a significant contribution to society" [9, p. 2]. This definition reflects the need for increased inclusiveness, drawing attention to the priority of internationalization of curricula and the educational process, rather than the development of mobility. The formulation of the concept emphasizes that internationalization is not an end in itself but a mechanism for improving the quality of higher education.

Most national strategies for internationalization, including European ones, aim at increasing mobility, attracting and training talented students and staff, improving reputation and recognition. This means that the introduction of the idea of using internationalization of curricula as a tool for improving the quality of education requires considerable effort. The recognition of internal internationalization as the third condition of the internationalization strategy adopted by the European Commission, as well as national strategies could be a good starting point [10, p. 15].

As R. Kulen notes, increasing international mobility is an additional bonus in the development of so-called "skills of the XXI century." The task of preparing students for the future is so significant that it raises the question of the expediency of introducing the principles of internationalization at the level of the average, and not only higher education [11, p. 5].

Modern higher education cannot be aside from internationalization. Responding to the requests of students, faculty and staff, universities are forced to look for opportunities for international development, internationalization

to the university's development strategy and the attraction of resources and partners. As a result, the need for the university leadership to develop institutional instruments for internationalization support. The need for internationalization is motivated by various factors, including the need to expand access to sources of advanced knowledge, new opportunities for building partnerships and developing intercultural communication skills, as well as strengthening civil society, training for people who are ready to work in a globalized world, improving the reputation of a higher educational institution, etc.

Benefactors of internationalization are different members of the university community, and each of them presents its requirements: teachers and scientists are interested in opening up new opportunities for research, career development and building an international reputation; students – in international mobility, scholarship support and guarantees of successful employment; heads of higher educational institutions – in attracting additional funding, improving the reputation of their institution and building its capacity; the government – in training high-quality personnel and strengthening the country's position in the global space [9, p. 5].

According to J. Gudzik, the success of internationalization depends on: the effectiveness of management; the orientation of institutional culture on the development of internationalization; taking into account internationalization in strategic planning; features of administrative practices and principles [4].

Internationalization should be part of the strategy and taken into account when addressing key university development issues related to mission and values, principles of financial management, brand development and human resource management, as well as decision-making on transforming the university, changing leadership, and modernizing curricula. This, of course, does not mean that internationalization must be a dominant factor in the decision-making process, but, of course, must be taken into consideration. In this case, the results of internationalization will contribute to the strengthening of international relations and the solution of socially significant tasks.

Scientific literature and the experience of individual universities make it possible to identify a number of measures necessary to enhance the value and role of internationalization of higher education:

– *Defining goals, expected results and success rates.* A clear understanding of the goals and expected results can be more effectively managed by people involved in the process of

internationalization. It is important to identify performance indicators and indicators that will demonstrate real progress in each case.

– *Encouraging achievements.* If achievements in the field of internationalization are not taken into account in curricula and do not receive personal rewards, people will lose their motivation to act in the direction of strengthening internationalization.

– *Integration of internationalization into the existing university strategy.* If we take internationalization as a new component of the mission, which complements the three traditional parts (education, science, and activities for the benefit of society), it will be given little attention. If internationalization becomes an integral part of the traditional mission of the university, it is more stable.

– *Changes in curriculum, scientific work, development of interaction with foreign partners.* Cooperation with universities in other countries and cultures requires adaptability. This inevitably leads to a change in the strategies. One of the necessary conditions for progress is institutional openness, readiness to review traditional practices.

– *Development of human potential for internationalization.* Internationalization is possible thanks to the actions of teachers, employees and students who are at least a bit interested in it and see its benefits. This means that higher education institutions should find the opportunity to attract the right people. Universities are differently suited to choosing an internationalization strategy and determining how comprehensive it should be. The universal “best model” does not exist. The “best” for a particular university will be the model that best integrates its values, mission, institutional culture and opportunities [11, p. 6-7].

Encouraging higher education institutions to take an active role in internationalization, the national level significantly influences higher education through political governance, funding, programs and control. Given the diversity of universities, it should be noted that the fundamental opportunities for national policy are related to the creation of a framework for higher education institutions to make them proactive actors of internationalization by: providing real autonomy and raising the level of responsibility; development of a national strategy for the internationalization of higher education; the introduction of exchange projects as the main way of promoting commitments in international cooperation.

Financial incentives are the best way to motivate and encourage universities to internationalize. Confirmation of this is the introduction of tuition fees for foreign students, which is much

higher, compared with the payment of Ukrainian students. For universities that are less competitive, but which involve the presence of foreign students, public financial incentives can take the form of student subsidies or trust funds to support international activity. Targeted funding could include university support for the development of internationalization-related infrastructure.

Conclusions from this study and prospects. Analysis of European scientific sources made it possible to conclude that by encouraging higher education institutions to take an active role in internationalization, the national level significantly influences higher education through political governance, funding, programs and control. Previous studies do not show if there will be modern European trends in the future. Consequently, it is necessary to define criteria for monitoring and indicators of change, which will allow achieving the broader goals of internationalization.

Since the new forms of learning are of great interest, the international market for educational services should be studied. In this context, transnational education serves as a driver for the internationalization of the national educational system and, at the same time, a powerful source of diversification of its funding. In fact, very few studies were conducted to determine the term “international university”. Further intelligence will help answer the following question: Is the environment of Ukrainian universities really internationalized.

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AVERAGE QUALITY OF ENVIRONMENTAL EDUCATION IN THE FORMATION OF A NEW UKRAINIAN SCHOOL

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Discussed the challenges facing environmental education in the development of a new Ukrainian school. The problems of formation and implementation mechanism of state management in secondary education and management systems for their formation. The recommendations regarding the system of high-quality environmental education and ways of determining control and training for teaching the subject of ecology at all levels of secondary education. As the direction of existing mechanisms of public administration in secondary education and their distribution on the direction of secondary education. The necessity of introduction of uniform quality secondary environmental education.

Key words: quality education, environmental education, environmental secondary education, governance, the new Ukrainian school of formation education.

Formulation of the problem. Today, many environmental trends and the formation of Ukraine's educational policy as a whole have influenced the sphere of environmental education. From the middle of the twenty-first century, the activities of governments from different countries of Europe, America, and Asia have become more active in terms of ensuring equal access to education and improving its quality and have acquired the character of a well-defined global trend. The priority directions of the state policy of Ukraine was the provision of one of the constitutional human rights – the right to a high-quality education.

Analysis of recent research and publications. The formation of a quality environmental education system in Ukraine is based on the Laws of Ukraine "On Education", "On General Secondary Education".

In state documents, in particular the Laws of Ukraine "On Education" [1], "On General Secondary Education" [2], the National Doctrine "The Concept of the Development of Ukrainian Education for the Period 2015-2025» [3], in which the project "New Ukrainian school «[4], in which the main constitutional changes of state policy are defined.

Selection of previously unsettled parts of the general problem for today there is no clear mechanism of public administration regarding the introduction of environmental education on the prosthetic of all studies in secondary education.

The purpose of the work. The main purpose of this work is to provide an analysis of the main mechanisms of public administration of the system of quality environmental education in secondary education and provide a structure for use.

Presentation of the main material. The implementation of this extremely important policy area involves creating all the necessary conditions for this, namely: ensuring an adequate level of budget financing, developing adequate regulatory and regulatory reforms and introducing new and effective forms of control over the activities of educational institutions and public administration and assessment bodies the results of the func-

tioning of the ZSO and the ZSEO, providing the industry with all the necessary resources of high quality and in full, expanding the forms of social support Lodi, encouraging learning more.

The decisive role in the implementation of Ukraine's educational policy, primarily in relation to its priority areas, belongs to public administration authorities, in particular the general average. The normative documents defining the powers of the central and regional bodies of state administration of the ZSO state that they should participate in "the formation and implementation of the state policy in the field of education, creation of conditions for the acquisition of citizens of the full ZSO" [5], as well as to take measures providing educational institutions with an appropriate level of pre-school, out-of-school, general secondary and vocational education, organizing their teaching and methodological support, and promoting qualifications [6].

In recent years, the Ukrainian government has been paying much attention to the educational sector, focusing its efforts on its development. Thus, in the Strategy of Economic and Social Development of Ukraine (2015-2025) [7] it is stated that "the level of education of the population of Ukraine is one of the highest among the countries of Central and Eastern Europe. According to the National Human Development Report of the United Nations Development Program (UNDP), the gross enrollment rate in Ukraine in 2013 was 79.6% (for comparison: the world average is 65%, in developing countries – 61%, Highly-developed OECD countries – 94%, in Eastern Europe and CIS – 77%) [8, p. 56]. "Ukraine has high standards of education and significant achievements in the development of this industry. The general level of coverage by education exceeds the level of countries with an average level of GDP per capita, and on some indicators reaches the level of high-income countries «[9, p. 261]. Positive shifts are the increase in the proportion of graduates of the 9th form, who continue to study for a full ZSO in the NEC: from 62% in 2013/14 to 69% in the 2015/16 academic year [10, p. 57]. However, despite the traditionally high

rates of development of domestic education, it is in a difficult situation: it is quantitatively reduced and qualitative levels of pre-school and general secondary education are reduced; education in the village does not meet current standards [10, p. 261]. Namely in the ZSO system, secondary education sectors such as nature protection, economic, etc. are affected, due to the lack of teaching staff and the lack of clearly structured curricula.

Consequently, the situation in the system of ecological education in Ukraine shows that there is a problem of insufficient provision of equal access to quality education in Ukraine as one of the main problems of the system of public administration of ZSO. It is a cumulative result of the negative effects of a variety of external and internal factors. Among them, the most influential influence, in our opinion, are:

1. The ineffectiveness of the mechanism (absence of necessary conditions) for the implementation of the legislation on the development of the ZSO and the violation or inadequate and incomplete implementation through this separate legal documents.

2. Continuous underfunding of the ZSO system and the lack of adequate reforms to the financing mechanism of education and redistribution of funds to its subsystems. As a result, the limitation of funding for the educational sector, in our opinion, was the reason:
 - physical inaccessibility of general educational institutions due to the reduction of the network of small-scale schools in rural settlements and their remoteness from the place of residence of children;
 - aging of the material and technical base of the CHP, deteriorating conditions of their operation (emergency condition, the need for major repairs, etc.);
 - to increase the shortage of pedagogical personnel with sufficient graduates of higher educational institutions;
 - the lack and outdatedness of the educational-methodical basis for educational areas of secondary education and the reduction of the number of classes with profile education;
 - reduction of the level of general education of students of the National Medical University.

3. Translating a substantial part of the financial burden on parents due to the lack of public expenditure on education.

4. Significant stratification of the population by income and depletion of the majority of the population, which, in view of the previous paragraph, causes the financial inaccessibility of ZSO for poor families.

5. The fall of moral values and weight of spiritual values in society due to the lack of a consol-

idating national idea, and the reduction of output and, consequently, the demand for labor for a long time. This, in its turn, led to an increase in such negative social phenomena as social orphanhood, the education of children in single-parent families, homelessness and neglect among children of pre-school and school age, begging, child labor, juvenile delinquency. We consider the fact of the existence of the problem of insufficient provision of equal access to a quality OSCE as a consequence of ineffective activities of the state bodies for the quality management of the ZSO, as well as the ineffectiveness of the existing mechanisms for the implementation of the state educational policy and the implementation of government programs to ensure and maintain its quality.

In our opinion, the evaluation of the effectiveness of the state system of quality management of the SSEO and the planning of its activities should be based on a comprehensive study of the object of management influence, that is, the quality of the ZSO as a system, the educational space and the result. That is why the subject of analysis we chose the status achieved by the ZSO system. To this end, it is necessary to identify the reasons that affect the quality of the SSEO and the quality of the final product – a graduate of the M & E, and hence, on the efficiency of public administration of this quality. We consider the SSEO system as the link in the education system, which forms the foundation for the formation of a skilled specialist in the future (whose level of training should meet the requirements of modern production), as well as the upbringing of a citizen with high moral qualities that has personal and socially significant values. The quality of higher and vocational education depends also on the effectiveness of the OSCE, since these educational levels are linked by the continuity of education and is based on the initial results of the previous stage of study. Thus, correction of detected errors, correction of accepted deviations, elimination of violations in the course of implementation of state educational programs will contribute not only to improving the quality of the OSCE as the first educational level, but also to improve the mechanisms of state management of education quality, strengthening the intellectual potential of higher education in the faculty of entrants.

State documents and regulations on the improvement of the quality of education [1] emphasize the importance of increasing the objectivity and reliability of information on the results of the educational activities and the need for monitoring and monitoring the assessment achieved by the state education system. Such an assessment can be made only on the basis of a thorough analysis of the results of the functioning of the ZSO system,

conducted on certain indicators of the development of the educational sphere, which adequately and fully reflect the modern changes.

Quite often, in the reports of the Minister of Education, government officials and the press, there are some data, mostly quantitative, about the results of the development of the education system in a given year and they look like an illustration of general success or failure. At the request of the government, independent research organizations, such as the Ukrainian Center for Economic and Political Studies named after Olexander Razumkov [2] or UNDP [3], study some of the problems that arise in the field of education. Unfortunately, the preparation of the annual consolidated analytical review based on a certain national system of indicators of the quality of ZSO and illustrating the dynamics of change and the course of reforms, determining the main tendencies, problems and prospects for the development of the education system has not yet become commonplace with the Ukrainian government and state administration bodies of the ZSO and a logical conclusion when summing up the academic year and planning for further activities. In our opinion, this is due to the following reasons:

- the imperfection of the existing system of indicators for the development of the ZSO system in general and separately for all its categories that are not oriented to the assessment of educational activities;

- Effectiveness of implementation of educational reform of the effectiveness of state quality management of the ZSO and does not provide an opportunity to carry out a thorough analysis of political documents;

- the absence of an independent institution in Ukraine that, based on the monitoring results, would assess the quality of the ZSO and its categories, such as the OSCE, and built a forecast on the prospects and trends of its development;

- conservatism and narrow thinking of many public administration officials who rely on their own discretion and do not see much benefit from the scientific study of the consequences of the functioning of the ecological education system, forecasting the prospects for its development and disclosing shortcomings.

According to experts, the main problems of the domestic ecological system of education, including school, at the present stage is [4, p. 23-25]:

- chronic and traditions that have become a significant underfunding of the ZSO system;

- lack of adequate reforms of the mechanism of financing education and redistribution of resources among all categories of ZSO;

- violation of certain legislative documents, in particular, Article 57 of the Law of Ukraine “On

Education” and some others, in terms of guaranteeing equal access to high-quality education for all citizens;

- extremely low civil status of the teacher and his poor social security;

- low level of informatization and computerization of the SSEO system and state management of it at all levels and in all areas of activity, application of modern computer information, multimedia technologies;

- lack of mechanisms for objective control and evaluation of the SSEO system;

- the need for a substantial revision of the content of the OSS, the development and implementation of state standards of education quality;

- the need to revise the content and focus of teacher education, training and retraining of staff for the ZSEO system and the system of public administration education.

The comprehensive analysis of the state of the ZSO in Ukraine is based on our system of indicators and criteria for its quality and provides an opportunity to compare the results of its functioning with other branches and levels of education in relation to total expenditures, the level of social protection, the need for specialists, etc. It enables to analyze the quality and completeness of the implementation of educational state policy, the effectiveness of public administration of the SSEO and to design the prospects for the development of a system of school environmental education in Ukraine. The basis of such an analysis is the systematic approach, which involves studying the state of the ZSEO through the links between all its components, with the environment and other educational subsystems (preschool, vocational, higher, extracurricular education).

Conclusions and suggestions. Thus, the reduction of budget expenditures for the needs of the SSEO is quite logical and logical consequence of the reduction of industrial production and revenues to the state budget. We assume that the prolonged shortage of public funds and the lack of an effective mechanism for their distribution violates the balance of the impact on the ZSO of state education management bodies, reduces the quality of resource provision of the OSCE, the level of social protection for all participants in the educational process and the education of graduates of the HEIs. The comparative analysis of the level of economic development in Ukraine and the size of budget expenditures for the needs of environmental education provides an opportunity to suggest that unacceptably low funding of the ZSO on the final principle is the reason for the violation or impossibility of implementing such priority areas of state educational policy as ensuring accessibility of education and improving its quality.

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FOREIGN EXPERIENCE OF SUSTAINABLE DEVELOPMENT STRATEGY

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In the article the relevance of sustainable development for Ukraine in connection with the conclusion of the Association Agreement between Ukraine, on one hand, and the European Union on the other. The features of the transition to sustainable development of some EU countries. Defined group of countries in terms of preparedness and participation in the development of measures for sustainable development. During the examined key areas of development towards sustainable development of some countries and specific goals and measures to achieve them. We consider coordinating bodies responsible for issues relating to sustainable development policies of some developed countries.

Key words: *ustoychivoe development, local government, measures, natsyonalnaya strategy, experience.*

Analysis of recent research and publications. Problems of sustainable development of the world are sufficiently actively investigated by foreign and domestic scientists. The approaches and directions of the implementation of sustainable development at the national level, in particular taking into account foreign experience, were researched in their writings by such scholars as S. Bobyliev, B. Burkinsky, L. Brown, I. Bistryakova, T. Galushkina, G. Gardner, Gerasimchuk, C. Gerasimova, B. Danilishin, S. Doroguntsova, M. Doleshny, M. Zgurovsky, N. Carter, M. Kizima, D. Kortan, V. Kravtsiv, L. Kruglyakova, V. Kuhar, D. Meadouz, O. Osaulenka, B. et al.

Selection of previously unsettled parts of the general problem.

Despite the considerable number of scientific works and the long existence of Ukraine as an independent state, the possibility for implementation of foreign experience in implementing sustainable development policy for the formation of effective state policy remains uncertain.

The purpose of the article. The main purpose of this work is to analyze the international experience of implementation of the strategy of sustainable development.

Presenting main material. Sustainable development was highlighted in Ukraine in connection with the conclusion of the Association Agreement between Ukraine, on the one hand, and the European Union on the other hand (ratified by Ukraine № 1678-VII of 09.16.2014). Accordingly, sustainable development is considered one of the main principles of strengthening cooperation between the parties recognize the importance of fully taking into account economic, social and environmental interests not only their respective populations but also of future generations and ensure that economic development, environmental and official policy support together.

In 2015, the President of Ukraine P. Poroshenko signed the Decree No. 5/2015, which approved the Strategy for Sustainable Development "Ukraine-2020". The document defines the purpose, directions of movement, priority priorities and indicators of the appropriate defense, socio-economic, organizational, political and legal

conditions for the establishment and development of Ukraine. Yes, the purpose of the Ukraine-2020 Strategy is to introduce European standards of living in the state and to enter the leading positions in the world. Realization of this goal will be carried out according to the vectors [5]:

- the vector of development – ensuring the state's sustainable development, carrying out structural reforms and, consequently, raising standards of life;

- security vector – providing security guarantees of the state, business and citizens, protection of investments and private property;

- the vector of responsibility is to ensure that every citizen, regardless of race, color, political, religious or other beliefs, sex, ethnic or social origin, property status, place of residence, language or other characteristics, will have access to high quality education, security systems health and other services in the public and private sectors;

- the vector of pride is to ensure mutual respect and tolerance in society, pride in its own state, its history, culture, science, and sport.

During the years of Ukraine's independence, the term "sustainable development" is mentioned in various variations (sustainable development, sustainable, environmentally balanced development, sustainable socio-economic development, sustainable development of the economy / territories, sustainable economic development, sustainable, balanced development) appeared in separate normative – legal acts as the basis, purpose, direction, precondition, principle, direction of development without a clear unified definition, but these definitions are rather uncoordinated with each other. Current regulations, developed national programs, finally laws, do not cover all aspects of this multifaceted and complicated problem – the transition of Ukraine to sustainable development.

Europe was among the founders of the concept of sustainable development, starting with the 70s of the twentieth century. Since 1992, many programs have been adopted here, unions and other organizations have been established to develop measures to move to sustainable development.

According to indicators of readiness and participation in the development of measures for sustainable development, four groups of countries are distinguished [2, p. 37]:

1. Early high activity;
2. Late high activity;
3. Late average activity;
4. Late low activity.

The first group includes: Sweden, Great Britain, the Netherlands, which have gained some positive experience in this field, although there are some differences between them. In these countries, public authorities and local self-government bodies, non-governmental organizations are jointly operating, and funds are allocated for the implementation of appropriate environmental, advertising, educational programs and activities. The population is active in controlling the authorities in matters of environmental protection.

The National Strategy for the Sustainable Development of Sweden [3, p. 85–95], developed in 2002, describes the current situation in the field of sustainable development and future prospects

of the country. The main issues discussed in this document are:

- + organization of effective interaction between economic, social and environmental development;
- + global problems of sustainable development;
- + analysis of international and national activities in the field of sustainable development.

This document contains a list of implemented measures for the transition to sustainable development and scenarios for future projects. The strategy highlights the main areas of sustainable development, as well as specific goals and measures for their achievement (Table 1).

A similar strategy for sustainable development was approved in the Netherlands [3, p. 85–95], which contains general directions for the regulation of sustainable development (Table 2), the purpose and specific measures. At the same time, the choice of goals of sustainable development and measures for their implementation is carried out with the help of a matrix of compromises.

Table 1

Contents of the National Strategy for Sustainable Development of Sweden

Major areas	Goal	
Future the surrounding environment	Non-toxic environment, balanced marine environment, prosperous coastal areas and biodiversity conservation groups	Efficient use of energy and transport, policies for integrated products and cost-effective cycles, effective water and land management
Climate change constraints	In the period from 2008 to 2012, to reduce the emissions of carbon dioxide by 4% compared to 1990, and by 2050 – the total CO2 emissions per capita per year should be lower by 4.5 tons	To approve the program of cooperation with the companies producing cars in accordance with the existing structure of energy and transport, increase the taxes on carbon emissions and reduce taxes on the use of labor, increase public awareness
The population and its health	Motivate the work of older people, proclaim mobility and job opportunities. Ensure economic security in the event of loss of life.	Consideration of proposals of the parliamentary committee on ensuring the possibility of further work for people of retirement age, to approve the plan of action of health and labor.
Social justice, welfare and security	Divide half-income between 1999 and 2004. Reduce crime and increase individual safety. To stimulate the youth education policy in a good and safe environment. Proclaim the policy of gender equality.	New Social Act. approved by the Parliament in 2001: an integrated approach to reducing crime, to include priorities for reducing the gender inequality and the declaration of equal rights of national minorities in all areas of politics. Convention on the Rights of the Child, adopted in 2002
Employment and learning in an experienced society	Become a leading nation in research to contribute to sustainable development, through the distribution of financial resources, guaranteeing a more social recruitment and supporting interdisciplinary courses of sustainable development at the academic level.	Implement a plan of action for education in the field of sustainable development, support scientific projects and research in the field of innovation, employment, social research, the environment, agriculture, spatial development planning

Table 2

The directions of sustainable development of the “State Program of Action for Sustainable Development of the Netherlands” [6]

Direction	General purpose
Water	Increase the efficiency of using water resources, prevent flooding, and guarantee good quality of drinking water
Biodiversity	Improve this aspect by 2015 by 50%
Energetics	Reliable, affordable and clean energy resources
Rural	Stable and competitive production
Transport	Reduced transportation costs, transition to sustainable транспортної системи
Consumption and production	Stimulate entrepreneurship, motivate the implementation of the program of sustainable production and consumption at the European level for a period of 10 years
Knowledge	Develop a knowledge-based economy, stimulate innovation, integrate sustainable development into education, develop research on the relationship between knowledge, innovation, sustainable development.
Healthy	Reduce the impact on the health of the population of chemicals by 2020, reduce the negative impact of factors навколишнього середовища на здоров'я населення
Population	To proclaim social harmony, the participation of 70% of the population in the labor market, to highlight the positive and negative aspects of migration, to determine the effects of aging on consumption
Recreational resources	Project in the future
Tools for changing government behavior	Better guidance through the development of tools for assessing the impact of policies, conducting research, forecasting and analyzing, implementing sustainable development principles in the policy decision-making process.
Poverty	To create economic, political and social opportunities for all, every citizen needs to meet their basic needs, to support initiatives to reduce the debts of poor countries.

This matrix contains the social, economic and environmental aspects of sustainable development.

The second group includes Denmark, Finland, Norway, which since 1997 have been active in implementing the concept of sustainable development, believing that they have already done much in the 80 years of the twentieth century. However, in these countries, the sustainable development strategy is reflected in national politics and has received the necessary legal basis. In these countries, local authorities should report to their central authorities on their progress in the transition to sustainable development, especially with regard to increasing resource supply, reducing pollution, increasing biodiversity, etc. [2, p. 37].

Denmark, Finland, Norway, Iceland, Sweden, in 2005–2008 introduced the “Scandinavian Sustainable Development Strategy”, which highlighted the following issues:

- climate change;
- conservation of biodiversity;
- development and preservation of natural and cultural environment;

- marine resources and their conservation;
- quality assurance and food safety;
- activity of the chemical industry, energy, transport, agriculture from the point of view of sustainable development;
- organization of interaction between business and production;
- public participation in the issues of sustainable and harmonious development.

The third group includes Austria, Germany, which later joined the implementation of global sustainable development programs, and after the Rio-92 there was a long period of “silence”, since 1997 they not only began to take an active part in international conferences on sustainable development, but also significantly intensified their work in this direction. Here the activity of the population grows, projects and programs are being developed, legislative acts are adopted, etc. However, the bottleneck in the implementation of the concept of sustainable development is the question of widespread participation of the population and the establishment of local priority aspects of development in accordance with the Agenda for the 21st Century [3, p. 38].

In the sustainable development strategy of Germany, adopted in 2012, sustainable development is defined as a guiding principle of the policy of the Federal Government of Germany; declared the necessity of observance of this principle as a goal and a criterion for evaluation of the government activity [1]. The strategy is based on four key guidelines:

- + uniformity of generations;
- + quality of life;
- + social cohesion;
- + international responsibility.

The goals of sustainable development of Germany, starting from 2013, are fiscal sustainability, economic activity, climate and energy, etc. (Table 3).

Germany's Sustainable Development Strategy also contains indicators for specific areas of sustainable development. Similar indicators are developed for the following areas of sustainable development: "Quality of Life" (14 indicators); "Social cohesion" (6 indicators); "International Responsibility" (2 indicators).

Thus, the most common areas of sustainable development in the EU are:

- + control over the preservation of the natural environment;
- + maintenance of biodiversity;
- + improvement of environmental policy: control of waste and emissions, reduction of greenhouse gases, etc.;
- + introduction of standards for the purity of water, air, land resources and their protection against anthropogenic loading;

+ solving specific national problems of the country – aging population, increasing active longevity and working capacity of retirees, reducing the incidence rate, etc.

The fourth group includes countries: Spain, Italy, Ireland, France. None of these countries participated in the preparation of global sustainable development programs, and internal actions on environment and development were not particularly active. For example, in Spain, regional environmental agencies are only in the stage of formation. The Ministry of the Environment was created here only in 1996. In France, although the Ministry of the Environment was created in 1971, there is no active environmental policy.

Consider which coordinating bodies in some countries of the world are responsible for matters relating to sustainable development policies, as well as the limits of their authority (Table 4).

In December 1997, the National Commission for Sustainable Development of Ukraine under the Cabinet of Ministers of Ukraine (Resolution of the Cabinet of Ministers of Ukraine of October 8, 1997, No. 1123) was formed as an advisory body on the definition of a national strategy for sustainable development. Unfortunately, this commission proved to be incapacitated because it failed to prepare either the National Strategy for Sustainable Development or the National Report of Ukraine on the Implementation of the Provisions of the Agenda for the 21st Century for the ten-year period (1992–2001). The commission did not fulfill its tasks, and in 2003 its activities were terminated. During the six years of the commission's existence,

Table 3

Стратегічні завдання сталого розвитку Німеччини [3, с. 91]

Task	Content
Fiscal sustainability	Consolidation of state budgets. Establishment of a new permissible debt limit for the federal and federal states, limiting the growth of public indebtedness. Creating a basis for stabilizing the euro in the long run. Improving economic and political governance and ensuring the reliability of EU public finances
Became a business activity	The transition to low carbon products with efficient use of raw materials. Creating new economic opportunities and jobs. Support for Corporate Social Concept
Climate and energy	Reduce greenhouse gas emissions by 2008 by 21% compared to 1990. Raise the EU climate target by 30% (in the event that Germany will not be given additional emission reduction requirements). Wide implementation of renewable energy under the framework of the framework (for example, the establishment of a green tariff). Increasing energy efficiency, saving electrical and other energy.
Became a water policy	Pure water is an indispensable foundation for human life and one of the most important resources. The established water policy is an interdisciplinary task. Strengthening the links between global issues of the future in the field of water, energy and food security (conference "Water, Energy and Food Security Interconnection", 2001, Bonn)
Sustainable development is the "engine" of progress	Sustainable development as a criterion for making economic and social decisions, a guiding principle in all spheres of life

Table 4

Coordination of Sustainable Development Issues in Some Countries [4]

Country	Body responsible for sustainable development	Powers
Austria	Committee on Sustainable Development	Coordination of sustainable development activities between different ministries
Sweden	Coordinating Group on Sustainable Development	The coherence of sustainable development within government institutions serves as an analytical center and promotes the further development of government institutions, serves as an analytical center and promotes the further development of the National Strategy for Sustainable Development.
Norway	Cabinet for Sustainable Development	It will be responsible for ensuring consistency in the policy of sustainable policy development
Finland	National Commission with sustainable development	Promotion of strategic goals of sustainable development within the framework of national and administrative policies, as well as intensification of dialogue between different social forces. Encouragement and specification of implementation processes contributes to the coherence of sector policy and administration.
UK	Working Group on Sustainable Development Subcommittee on Environment and Energy	Combine the efforts of officials and government ministers to stimulate action on specific issues of sustainable development
Germany	Committee of State Secretaries on Sustainable Development	Responsible for the development and implementation of the National Strategy for Sustainable Development of Germany.

only a few of its meetings took place, and almost all of them were held in the absence of its chairman, the first vice prime minister of Ukraine.

Conclusions and suggestions.

The study of foreign experience shows that the development and adoption of strategic documents that determine the effective measures for the implementation of the principle of sustainable development, organization and coordination of activities in this area is an important component of the national policy of developed countries.

The basis of modern state policy is the concept of sustainable development, therefore, in Ukraine, there is a need for structural changes in the construction of an effective policy that would ensure the steady pace of economic growth, solving social problems, improving the environment and ensuring the country's successful integration into the world socio-economic space.

Each country has its own direction towards sustainable development, taking into account the positive experience of the state policy of developed countries that have made progress on the path to sustainable development.

The main achievements and approaches that promote the integration of the three vectors of sustainable development were made at the European level. They supported the integration of sustainable development into decision-making at all levels, played an important role in shaping regional strategies, political structures and legal instruments through which national governments managed to

develop their own policies and legal framework. In addition, these organizations provide advisory services and specific support for capacity-building in order to increase the ability of governments to turn these regional processes and instruments into national governance mechanisms.

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EVALUATION OF THE QUALITY OF INTERACTION WITH THE PUBLICITY OF PUBLIC EXECUTIVE AGENCIES

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This article discusses the problems of evaluating the quality of public interaction with the executive authorities. This article discusses the problems of evaluating the quality of public interaction with the executive authorities. Just consider the most qualitative approaches to determining which promises more effective functioning of the mechanisms of interaction with the public. Indices promises more effective PR-activities of the executive agencies in the media. The technology promises more effective evaluation of public relations.

Key words: interaction, public, executive authorities, functioning, evaluation.

Formulation of the problem. The evaluation is carried out with the aim of assessing the effectiveness of the functioning of the mechanisms of the activities of the organs of the executive body and the appreciation of the value / wisdom, the discernment of the essence, the recognition in comparison with the stanardtami or the occasional, that it is possible to make appropriate conclusions regarding their quality.

Analysis of recent research and publications. G. Kalmykova, as a criterion for the effectiveness of state administration in terms of its informational dimension, will consider creating a positive image of the weldi and its prosecutors at all levels of state governance [1, p. 84].

N. Dniprenko, assessing the quality of interaction with the executive branch of the executive branch (with regard to the text – OVV), notes that, with the purpose of promoting the construction of the gosudarstvennoj society, some organizations of the executive committee are supposed to apply the democratic principles of corresponding communication through the formation of the corresponding structures of the dialogical orientation in the community of the whole community, that is, conducting consultations with gromadskim, ensuring the participation of the gromadians in the adoption of state decisions, analyzing the study of the Gromad thought initiated by the structures, their ura and the implementation of an appropriate correction of false actions [2, p. 74].

The constancy of the process of assessing the effectiveness of the functioning of the Mechanisms of the Governmental Interaction in the state of the state governance as well as the consideration of Y. Molchanov. The researcher formulates the notion of socio-psychological efficiency of state administration, which is understood by the system of administrative influence, which in its basis is based on the welfare of the social, psychological, and aqueous features of the participants of the Uralvilny process, aimed at organization and support of the supervisory interaction for the purpose of successful re-functioning of functions and execution of allegations, facing the ward or the organization [3, p. 430].

Selection of previously unsettled parts of the general problem. The functioning of the mechanism of interaction with the gromadstviyu in the system of state administration may be accompanied by continuous monitoring of the effectiveness of a process for the use of VVV necessary adjustments to their activities, if any process is not in accordance with the established zavshani.

The purpose of the article. The main purpose of this work is to determine and assess the quality of interaction between executive authorities and the public at this stage of development of our state.

Presenting main material. Problematyka vyznachennya efficiency funktsionuvannya meh-anizmiv activities orhaniv vykonavchoyi vldy nalichuye znachnu number of approaches ale of some way we can distribute nA three napryamky: zasoby assessing the economic efficiency der-zhavno-upravlinskoyi activities, techniques ta methods otsinyuvannya sotsialnyh napratsyuvan orhaniv vykonavchoyi vldy, uzahalnenyy napry-amok vymiryuvannya sotsialno economic the effectiveness of taking government decisions. The first direction tends to the use of quantitative indicators for measuring the effectiveness of activities, the second – to high-quality techniques, the third direction is applied to the methods of both quantitative and qualitative analyzes of state-management utilization. The development of one or another direction depends on the object of influence of the corresponding organ of the executing authority.

Regarding the mechanisms of interaction of the organs of the executive body with the gromadstviyu in the system of state administration of Ukraine, then we imply that the realization of the evaluation of their effectiveness, above all, depends on the direction of the mechanism of interaction. And this is understandable, since the assessment of the effectiveness of the functioning of mechanisms of interaction with internal and external gromadstivism in the supervisory system is based on completely different criteria.

In the functioning of mechanisms of interaction of OVB with gloomy directed outside, among

the criteria for evaluating their effectiveness distinguish the presence of a two-way communication between the communicant (blaida) and the recipient (gromada).

The number of Gromadians who take part in engagement with the organs of the executing authority can not be the only guarantor of its effectiveness, while the use of an exclusively quantitative policy does not disprove the level of utilization of the message, which the organization of the executing authority, as a communicant, imposes a trance to the society.

Interaction as a communique in its developed model is not just a two-way flow of information, but also a bipartite process. In this model, it is estimated as the quality of the information front, as well as its integrity, content and form [4, p. 111].

Consequently, in assessing the effectiveness of the functioning mechanisms of the interaction of HVVs with globality, we can distinguish not only the number of recipients, the completeness and content of the informational message that is being re-allocated, and also the level of its utilization by the translators of the gloom.

Among the drivers of the effectiveness of state-government relations with the population are quality, loyalty, speed of information, as well as its clearness and accuracy [4, p. 147-148]. That is, the operativity of the re-engagement of external interaction in the system of state administration is also one of the drivers of the effectiveness of the mechanisms of its functioning. In this regard, it is a matter of choosing the channel of engagement for the advance of the informational message on the pay-as-you-go phone line.

At the same time, the feedback handler in the interaction of the organizers of the executable with external publicity often is not kept, when it comes to the implementation of allegations of informing gromadskost. Informing as a one-way interaction, in contrast to the interactive interaction, does not actually provide "answers" from the recipient, while this is considered as an object, and not a subject of the supervisory interaction.

Thus, monitoring of Gromad's thoughts is one of the most important ways of evaluating the effectiveness of the functioning mechanisms of the interaction of the organs of the executive with the gromadskist. Y. Kalnish, under the socio-political monitoring in the state administration, understands the perennial process, which is leading to the discovery of a number of significant aspects of the socio-political situation, which surrounds the subject of state governance and influences its supervisory activity [5, p. 25].

If the detection of the level of reporting of informational messages to the Gromadians is a qualitative indicator of the effectiveness of the

mechanisms of the functioning of mechanisms of interaction of OVVs with external gromadstv, then the content of the channels of interaction, which in the course of the presentation of the media, is a mixed factor in its effectiveness. The combination of quantitative and qualitative assessments is based on our opinion, in particular, that this method allows us to analyze both the content and the tonality of the reports on the activities of the organs of the executive bundle, as well as their chastity and the total quantity. With regard to Internet views, this thread can now follow the feedback from recipients of a message.

Content Analysis is the first ethos in the evaluation of all PR-activities of the organizations of the executing authority. Technologies for evaluating the effectiveness of communication with the media, in addition to the content-analysis of the media and the Internet space, include the evaluation of specially prepared sources, sociological and statist surveys and studies, the use of focus groups, expert surveys [6, p. 437].

During the content-analysis of the release of the PR-activities of the respective executing utensils in the media, we propose to make an analysis of the followers of its effectiveness:

- Tonality of publications (positive / non-negative / neutral);
- the number of publications of the appropriate tonality;
- The nature of informational reasons that led to publication;
- The total number of readings in the media;
- Character of publications (analitic / phakological stats, interviews);
- The number of used interaction channels (print media, television, Internet);
- Analias the dynamics of social groups that were affected by relevant publications;
- number of returnees and so on.

One of the most common methods for assessing the effectiveness of the external interaction of utensils with gloom is the abolition of quantitative factors in the media. However, the greatest interest in evaluating the effectiveness of a given process is, in its entirety, not quantitative, but qualitative factors of the effectiveness of the functioning of mechanisms of interaction of OVV with gloom, which are the tone of the publications of feedback interaction, that is, the initiating publications of the gromada.

Also, among the quantitative estimators of the effectiveness of PR-activities of uestanov we can allocate the following:

- Percentage of the attractiveness of the gloom, which is verified by monitoring the Gromad's thought;
- increase in the number of hits gromadyan;

- reduction of the scar in the generic dynamics of conversations with the one-time increase in issues and informational appeals;

- Awareness of the placement of HRV activities, which is also manifested through sociological surveys and interviews;

- The payment made by the competent departments of the OVV to carry out a certain information compilation on the promotion of the image of a certain OVV.

In the conduct of PR-camps of non-intrusive nouns, there are other ways of assessing the effectiveness of the functioning mechanisms of the interaction of the utensils with gloom. As a matter of fact, they also include the monitoring of Gromad's thoughts, the content-analysis of the media and sociological polls both inside the organization, as well as among the external gromada.

The protocols, the techniques of the seven modules, include the analysis of the following creators:

- evaluation of reports, publications and used PR techniques;

- telephone interviews with the media;

- Telephone surveys of the leaders of the ghromadstvo;

- a global pilot sociological survey of Gromadskost;

- postal questioning of all employees;

- telephone interviews with those who took part in the meetings held, as well as those who did not attend them;

- Annual static research of PR-comrades of institutions close to the utensil.

Thus, measurement of the effectiveness of PR-activity is associated not only with the obtaining of certain factors, but also through certain computational actions with respect to constant quantitative or numeric types of the number of distributed informational materials, the number of "clicks" on the web site of the utensils, the number of received responses from the ghromadstvo etc). However, in the course of the conducted analysis, we help that there is no universal way of assessing the effectiveness of the mechanisms of the mechanisms of interaction of OVV with external publicity, so in any case, it is necessary to combine different methods and means in accordance with the analysis channel functioning of mechanisms of interaction.

In the internal sense, the functioning of the Mechanisms of interaction with the OVB with the glamor of the efficiency of a given process leads to the achievement of disagreements and of the operativity in the implementation of state and administrative control in the result of the training of the corresponding supervisory message. Moreover, the communicant can act not only

with the higher hierarchy of the subject of state management. Initiating the process of interaction may be the subject of government activity, which occurs in a private sphere with a state-government policy, or even at a lower level. Accordingly, as already mentioned above, one can speak about three directions in the functioning of mechanisms of interaction with internal gromadstvo in the system of state administration: subordination, coordination and reordering.

Conclusions and suggestions: Thus, measuring the effectiveness of the mechanisms of the mechanisms of interaction of HVVs with globalization in the system of state governance is quite a rather concise process. In addition to the classical methods of evaluation, one can select the same pointer as the one-time use of different interaction patterns for the trending of the corresponding message. That is, the oral interaction in the process of the realization of state-government activities can be supplemented by documentary, and, perhaps, by electronic interaction.

Thus, the system of estimation of the effective factors of the functioning of mechanisms of the interaction of the organs of the executing power with the gromadstvism is based on the recognition as a criterion for the systematization – the direction of the mechanisms of the interaction of the organs of the executable with the gromadskist. The use of evaluators of the effectiveness of mechanisms of interaction of HVVs with gloom, first of all, depends on the direction of mechanisms of interaction, and the evaluation of the effectiveness of the functioning of mechanisms of interaction with internal and external globality in the supervisory system is based on various criteria. In the functioning of mechanisms of interaction of OVVs with volleyball out of bounds among the evaluators of their effectiveness, we emphasize the existence of a two-way connection between OVV and gloomy. Also, in assessing the effectiveness of the functioning mechanisms of the interaction of OVV with globality, we focus on efficiency not only on the number of recipients, the completeness and content of the informational message that is being retrieved, and also on the level of its utilization by the translators of the gromada.

In the internal sense, the functioning of the Mechanisms of interaction with the OVB with the glamor of the efficiency of a given process leads to the achievement of disagreements and of the operativity in the implementation of state and administrative control in the result of the training of the corresponding supervisory message.

In other words, when assessing the effectiveness of the mechanisms of the mechanisms of interaction with the high-level government in the

system of state governance, we propose that the direction of the functioning of mechanisms of interaction, their type and the interaction of interaction with which information is being pursued is proposed. Consequently, we can talk about the possibility of creating a certain model, which would be useful to combine the concepts for a more qualitative assessment of the effectiveness of the functioning of mechanisms of interaction of the corresponding organization of the executive with the gromadskist. The development of a universal algorithm for assessing the effectiveness of the functioning mechanisms of the interaction of OVV with the degree of publicity in the system of state management will unify the theoretical and methodological basis for the study of the system of interaction with gloomy in state-management activities.

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MONITORING AND EVALUATION IN THE PROCESS OF SOCIAL PROJECTING

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The article is dedicated to research of the monitoring and evaluation in the process of social projecting. The importance of monitoring and evaluation in public administration is analyzed. The deference of definitions of monitoring and evaluation defined. The necessity of using of monitoring and evaluation in the process of social projecting is grounded.

Key words: public administration, social projecting, monitoring, evaluation, criteria, indicators.

Formulation of the problem. At the current stage of development of the Ukrainian state, issues of ensuring the quality of public administration are becoming increasingly topical. This issue is particularly important in times of crisis and in conditions of state instability. In the process of development and modernization of the country, the methods of monitoring and evaluation are gaining weight in the overall process of reforming all spheres of life of the population. The importance of evaluating activities can not be overestimated today, its significance is high at any stage of management: in determining the goals and objectives of public administration in a particular area, strategic planning, design, etc.

For the first time, the issue of monitoring and evaluation in the management process occurred in the 1960s in the United States, but significant development has only occurred over the past 30 years. The main task of monitoring and evaluation is to collect the necessary information for making relevant decisions. Essence – tracking the process and results of a particular activity. The issues of monitoring and evaluation in the process of social design are also of particular relevance today. At all stages of social engineering, the process of collecting process data and performance indicators, tracking deviations according to goals, timely response to internal and external changes, etc. is extremely important. Misunderstanding of this leads to inevitable and significant losses during the project activity. That is why today it is necessary to study the features of monitoring and evaluation precisely in the process of social design.

Analysis of recent research and publications. Monitoring and evaluation in the public administration system attract both academics and practitioners. These issues were covered by such leading specialists as V. Bakumenko, P. Nadolishniy, P.Y. Surmin, L. L. Pryhodchenko, V.Y. Djuntsyuk, A.Y. Sharov, A.O. Cheban etc.

The questions of monitoring and evaluation in the process of social design are covered both by domestic and foreign scientists. Such problems are dealt with by such leading scientists as Bepalko

O.V., Azarova T.V., Abramov L.K., Autonov AS, Hananshvili N.L., Kuzmin A.V., T. M. Bezverhnyuk, as well as many other researchers.

Selection of previously unsettled parts of the general problem. Despite the high interest in monitoring and evaluation issues in the field of public administration, not enough attention is paid to this problem precisely in the process of social design. The success of the introduction of social design as a modern tool in the system of public administration today depends on its effectiveness and effectiveness. That is why it is necessary to study the evaluation and monitoring in the course of social design.

The purpose of the article. The purpose of the article is the analysis of monitoring and evaluation in the process of social design, which will allow us to investigate how we can use them at each stage in order to timely detect deviations in the design process, adjust the entire process in accordance with internal and external changes.

Presentation of the main research material. Monitoring and evaluation in the process of public administration, preparation and implementation of state reforms, strategies, projects, programs is a key step for ensuring their efficiency and effectiveness.

Valuation in the system of public administration attracts the attention of many scholars. Yes, Prikhodchenko L.L. notes that the value of conducting an assessment of the effectiveness of public administration lies in the fact that it allows to determine: how the selected directions of activity and methods of achieving the declared goals correlate; what are the costs of creating a product (product or service); what result and effect are obtained in the end (current and final), whether consumers receive consumer satisfaction services, etc. In addition, evaluation is a process that requires constant improvement due to the specificity of the appointment: the ability to receive objective information, through which to trace the level of development of the object of evaluation, determine the direction of improvement of the existing state and make adjustments, both in activity and directly in the system itself for

evaluating criteria and indicators. Its application: helps to improve the quality, transparency of government activity, because the results of the evaluation are always available to a wide range of the public [6].

Cheban OI also emphasizes the importance of evaluation in public administration. According to the author, the implementation of national interests and priorities of a programmatic nature – health reform, tax reform, decentralization, etc. should be accompanied by an adequate monitoring and evaluation system that will streamline the process of making managerial decisions, modernize public administration and civil service, more the efficiency of public expenditures [7, p. 159].

As for social design, Autonov AS, Hananshvili NL note that evaluation is an integral part of this process that performs, in our opinion, the following tasks:

- monitor the implementation of the state strategy, program, project, reform, and timely corrective measures;
- to determine the rationality of activities within the framework of the implementation of the strategy (program, project, reform), ie achievement of predetermined goals, especially for making decisions on whether to continue the implementation of one or another measure (project);
- test new approaches to implementation through the implementation of pilot projects with further evaluation of their results (verification of new ideas);
- determine which version of the operational programs or projects provides better results, so that it was subsequently accepted as a worker (selecting the best option from several alternatives);
- to seek understanding of the need for further financing of the project within the framework of the state program (project, strategy, reform) [1, p. 154].

That is, evaluation in social design can be defined as a process of detailed analysis of the results of activities at each stage of this process and their correlation with certain planned indicators in order to determine the level of design efficiency.

We can conclude that the assessment at each stage of social design will enable:

1. Detect deviation from the planned activity, analyze the causes of these deviations, formulate proposals with possible adjustment of strategic and operational plans in accordance with changing environment conditions.
2. The assessment will determine the strategy of further development and activities, taking into account the correction of actions in accordance with external and internal changes, taking into

account the result, which will result in the management decisions made.

3. Influence on the development of the object of social design, the implementation of one or another state program, strategy, implementation of reform, etc.

The evaluation process is closely linked to monitoring, but it is necessary to distinguish between these two concepts, since they are fundamentally different.

So, speaking about the result of social designing, monitoring is also important at all stages of the process. Monitoring is defined as a permanent process of gathering data about the process and indicators of the implementation of the strategy, which are achieved during its implementation. Data obtained in the monitoring process can also be the basis for evaluating the effectiveness of programs within the framework of the strategy.

Determination of monitoring is most accurately provided by Bezpalko O.V. He argues that the meaning of this concept in works on sociology, social work, social pedagogy is defined as:

- systematic collection and processing of information that can be used to improve the decision-making process, as well as to inform the public;
- constant, systematic collection of information by research methods in order to observe the progress of the development of a social phenomenon or process and its prediction;
- the process of monitoring the planning and implementation of planned actions and measures for the purpose of adjustment, evaluation, effective use of funds, achievement of the intended purpose, minimization of negative consequences, determination of possibilities of development and / or repetition of the project;
- the process of continuous accumulation of information from all aspects of the project in order to determine the process of implementation and completion of planned changes, as well as their contribution to the achievement of the set goals;
- research, namely: a repeated research, which is implemented in a combination of several studies (according to a single plan / algorithm, with tools), in a sequence (at certain intervals) and in order to obtain results that characterize the dynamics of changes (object) during study period;
- the process of monitoring the implementation of planned actions and measures in order to correct them, minimize negative consequences, unforeseen situations [4, p. 39].

Today, however, scientific literature often identifies these concepts, which leads to a lack of understanding of the specifics of the use of evaluation and monitoring in the process of social design. Based on the assertions of Berdanova O.,

Vakulenko V., Bepalko O.V. We have formulated the main differences between these two concepts (Table 1):

During the analysis of scientific literature on monitoring and evaluation, it was determined that one of the problems at the present stage of development of our country is the choice of criteria and indicators. From this choice, in essence, the quality of this process depends to a large extent. It is sufficient to note the admission of Prikhodchenko L.L., which states that the complexity of the application of criteria and indicators in the course of evaluation is conditioned by the fact that a change in the criteria for evaluation is required in accordance with changes in objectives, existing standards and recognized values [5, c. 140].

Therefore, based on the statements of certain scholars (Azarov T.V., Abramov LK), we are invited to pay attention to a fairly wide range of issues when choosing the criteria for evaluation in the course of social design, including:

- clarity of the stated goal, objectives, programs, strategies defined during the social design and their correspondence to the capabilities of the institutions that will implement them;
- the logic of the connection between the formulated problem and the stated goal;
- the realism of the goal, the achievement of which is directed by the process of social design;
- Will the implementation of the project, program, strategy for solving the problem be promoted?

- accessibility of results of social designing;
- conformity of the methods, the plan of the project implementation, the program, the strategy in the social design task;
- clarity of criteria for evaluating the results of the social design process;
- Realistic estimates of tasks set;
- availability of support from other organizations, other sponsors;
- competence of performers [2, p. 4-5].

Compliance with these requirements will make the monitoring and evaluation process effective, in particular in the process of social design.

Conclusions from this study and prospects. Through monitoring and evaluation, we will be able to identify problem areas at a time in each stage of social design in order to adjust the entire process. At the same time, they are necessary for the analysis of the situation; the separation of new directions or samples in the design process; justification of the correctness of the decisions; compliance with the plan; improving organization and leadership in the design process; making decisions about human, financial and material resources; measuring achievements in fulfilling the planned tasks and formulating goals; timely response to certain deviations from the plan that arise during the implementation of the plan.

That is why we can assert that monitoring and evaluation is an important component of social design. They are needed both for the design

Table 1

Major differences in monitoring and evaluation

Monitoring	Evaluation
Provides an idea of what is done, what has been done, what changes have changed, what needs to be done to improve the situation, etc.	The idea of how well everything is done, how important the changes have occurred, how much the problem has been solved
Timely detection deviations that will provide timely correction and problem solving	Conducting an analysis of feasibility, profitability, productivity, the effectiveness of programs and types activities
Conducted constantly	Conducted at key stages strategy implementation
Describes implementation problems strategy	Explains the causes of problems realizing the strategy and indicating the ways of them solution
Fixes what happens in the process of social designing in order to compare the existing state of affairs with the desired, that is, actual results activities compared to planned	The reasons for achievement or failure to achieve the set goals are analyzed (causes of failure are analyzed planned results)
Information received used for improvement of work for strategy	The information received is used how to improve work for strategy, and for clarification of plans on future

Source: developed by author by source [3], [4]

process itself and for development strategies, current plans, projects. Any actions require monitoring and evaluation to know how to proceed further, what needs to be changed, and what to keep unchanged. Prospects for further research are the study of monitoring and evaluation methods for their further use in the process of social design.

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IMPROVING THE ORGANIZATIONAL-LEGAL MECHANISM OF PUBLIC ADMINISTRATION EDUCATION OF PEOPLE WITH DISABILITIES

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The theoretical question of improving the organizational-legal mechanism of public administration education of persons with disabilities. Based on the analysis, generalization and systematization of scientific sources highlights ways to improve this mechanism. Directions improve performance by adding government departments and reorganization of their functions. Outlined directions of improvement of the regulatory-legal framework for persons who wish to study for inclusive methods. Made in Article findings may be used in the theoretical study and practical development strategy for inclusive practices in education.

Key words: public administration inclusion, inclusive space, inclusive education, children with special needs.

Analysis of recent research and publications. Widely investigate the problem of social integration of children with special needs abroad: F. Wood, D. Woodron, G. Grapple, D. Laueve, T. Keller, K. Kroft. During the last decade, domestic scientists, in particular V. Bondar, T. Yevtukhova, I. Ivanov, V. Lyashenko, L. Myskov, O. Stolyarenko, A. Shevchuk, O. Savchenko devote their research work on the problem of attracting children with special needs to study in general education institutions, their rehabilitation and socialization to social norms. Issues of inclusion, inclusive education and the peculiarities of the introduction of innovations in the context of inclusive education are violated in their writings by such scholars as: S. Yefimov, A. Kolupayev, Y. Nida, N. Sofiy, I. Yukhymets and others. Researchers of the topical problems of the system of training specialists in the context of public administration and state administration are engaged by such researchers as E. Astakhov, Y. Bolybash, V. Grabovsky, D. Karamyshev, O. Obolensky, V. Kremen, V. Kukhareenko, V. Lugovyi, T. Lukina, V. Lunyachek, V. Melnikov, P. Petrovsky, S. Seryogin and others.

Selection of previously unsettled parts of the general problem. Different aspects of the organization of training for people with special needs, in particular in the process of inclusiveness, are presented in the scientific works of domestic and foreign specialists, but at the same time the study of public administration by its own inclusive education has not been studied sufficiently and requires in-depth elaboration in issues of improving the mechanisms of public administration, through the processes of interaction between the authorities and educators for building a humane process of education of people with special needs within inclusive education at the regional level.

The purpose of the article. The main purpose of this work is to develop, on the basis of theoretical generalizations and analysis of the practice of public administration in the field of education of people with special needs, ways of improving it at the regional level in Ukraine.

Presenting main material. For the effective functioning of inclusive education, it is necessary to develop mechanisms for the organization and implementation of inclusiveness in public education management, taking into account the social infrastructure of Ukraine. In the current regulatory framework of Ukraine, the issue of families with children with special needs is devoted to various codes, decrees and laws. These documents regulate issues of pensions, rehabilitation and education of children with special needs. Analyzing the current legislation of Ukraine, we observe that the issues of the rights of people with special needs in the Laws of Ukraine "On the Rehabilitation of Disabled Persons in Ukraine", "On the Basics of Social Protection of Disabled Persons in Ukraine" are reflected more to the post-Soviet approaches to the education of people with special needs, where the training is foremost in special general-education boarding schools that are isolated from the general education system.

The main problem of the legislative provisions on education of people with special needs in Ukraine is the lack of mechanisms of state administration that would ensure their implementation. The Law of Ukraine "On Amendments to Legislative Acts on General Secondary and Preschool Education Regarding the Organization of the Educational Process" dated July 6, 2010 No. 2442-VI is today the only one that mentions inclusive classes for the creation of optimal conditions for the training of individuals with special needs. However, the Law on Inclusive Education is superficial, since it does not foresee any changes or improvements in legislation in this direction, as evidenced by the dismissal by the Verkhovna Rada in January 2011 of the draft Law of Ukraine on the Education of Persons Who Need to Correction Physical and (or) mental development (special education). Although there are a number of acts that are concentrated in the acts of the Cabinet of Ministers of Ukraine and especially in the documents of the specially

authorized central executive body in the field of education, which regulate the problems of education of people with special needs. But due to the lack of mechanisms for public administration in education, there are no specific goals and criteria for effectiveness, and planned actions do not have an integrated approach.

The regulation of the legislative framework of Ukraine regarding the provision of people with special needs with the right to education and full integration into society is being improved and closer to the European standards. Creation of an inclusive educational space is conditioned by the fact that the Verkhovna Rada of Ukraine ratified the provisions of a number of international documents. Accordingly, there is a need to amend the Laws of Ukraine “On Education”, “On Pre-School Education”, “On General Secondary Education”, “On Extracurricular Education” regarding the basic principles, guarantees and standards of education of children with special needs, based on the provisions of the UN Convention On the Rights of Persons with Disabilities, the UN Convention on the Rights of the Child, Resolution No. 48/96 of the General Assembly of the United Nations “Standard Rules for Equal Opportunities for the Disabled” [56; 124; 127; 138; 158]. At the same time, it is necessary to synchronize the provisions of the Laws of Ukraine “On Fundamentals of Social Protection of Disabled Persons in Ukraine” and “On the Rehabilitation of the Disabled in Ukraine” [144] with the requirements of the said acts of international law, and to adopt a separate legislative act on education for children with special needs, in which consolidated all norms and regulations concerning the full integration of people with special needs into society, creation of conditions for education at all its levels from preschool, school to higher educational institutions, provision of work, to create a smooth environment for such persons.

The very process of creating the conditions for the introduction of inclusive education is realized through the executive authorities, where the Cabinet of Ministers of Ukraine acts as the leading subject of the implementation of inclusive education, and the central executive body is the Ministry of Education and Science of Ukraine (hereinafter – the Ministry of Education and Science of Ukraine) whose main task is to ensure the formation and the implementation of public administration in the spheres of education and science, intellectual property, scientific, scientific and technical and innovation activities, informatization, formation and using national electronic information resources, creating conditions for the development of the information society, as well as in state supervision over the activities of educational institutions regardless of their subordination and ownership.

So the Ministry of Education and Science of Ukraine adopted a number of documents. In particular: Order No. 1153 “On Measures of the Ministry of Education and Science for the fulfillment of tasks specified in the Resolution of the Cabinet of Ministers of Ukraine dated December 3, 2009 No. 1482-p.”, “On Approval of the Plan of Measures for the Implementation of Inclusive and Integrated Education at General Education Institutions for the Period until 2012”, in the “Regulation on Special Classes for Children with Special Educational Needs in General Educational Institutions” approved by the Decree of the Ministry of Education and Science of Ukraine of December 9 2010 № 1224 refers to the organizational and methodological principles of the educational process of children with special needs in special classes of general educational institutions. However, the impact on the formation of an inclusive environment in Ukraine through the MES is very limited due to the lack of clearly defined powers, therefore the scope of its powers should be extended, namely, the powers related to the normative-legal, material and technical provision of inclusive education, as well as the provision of MES Ukraine in this area of control and supervision powers. In the Department of General Secondary and Preschool Education, which operates within the structure of the Ministry of Education and Science of Ukraine, it is important to facilitate the coordination of the implementation and normative and legal regulation of inclusive education in preschool and general educational institutions, and it is also considered necessary to create a new structural unit whose authority will be the implementation of inclusive education at all its levels – Department of inclusive education of Ukraine. The main task of this structural unit will be to determine the directions of public administration in the field of education to ensure the constitutional rights and state guarantees for children with special needs, namely, the implementation of complex rehabilitation of such children, their acquisition of domestic and social skills, the development of abilities, the implementation of international practice to increase the number secondary education institutions with inclusive education.

The Ministry of Social Policy of Ukraine is a state executive body whose main task is to establish and implement a state policy in the field of providing social services to socially vulnerable groups of the population, respectively, and to persons with special needs and to formulate state policy on ensuring state social standards and state social guarantees for the population, and It is also the main body in the system of executive bodies for the formation and implementation of

public administration in the field of labor relations, that is, they are responsible for the training and retraining of specialists. And for the provision of education and upbringing of children with special needs, well-trained specialists are needed, and although the main tasks of the Ministry of Social Policy do not include tasks directly related to the implementation of inclusive education in Ukraine, in the activity of the ministry, however, it is tangible to the problems of people with special needs, which necessitates the expansion of the tasks of the Ministry of Social Policy of Ukraine, giving them the authority to exercise control and supervisory powers in the field of public administration in ensuring the implementation of inclusive Education in Ukraine.

In accordance with the principles of inclusiveness, persons with special needs must be provided with medical and psychological support. The main body in the system of central bodies of executive power is the Ministry of Health of Ukraine, whose main task is to form and ensure the implementation of public administration in the field of health care. Among the main competencies of the Ministry of Health of Ukraine there are no such issues as those concerning the implementation of inclusive education in Ukraine. Therefore, the authorities of the Ministry of Health of Ukraine need to be supplemented with tasks for the organization of medical care for children with special educational needs and include the implementation of control and supervision measures for medical care of the above category of persons. Ministry of Health of Ukraine in their work to ensure the rights of persons with disabilities to integrate people with disabilities into society should provide hospitals with innovative technologies for early diagnosis of children that will establish the psychophysical deviations and subject to the provision of quality rehabilitation of these children prevent concomitant somatic pathology. The lack of qualified medical personnel in complex rehabilitation provided to persons with disabilities makes it necessary to create complex mechanisms of governance, which would provide training to medical professionals in the field of rehabilitation in accordance with modern European standards and creating a consistent phased work with families of children.

The Ministry of Information Policy of Ukraine acts as an important body of state administration in the field of implementation of the ideas of inclusion, since it is intended to promote the change of public stereotypes and perceptions about persons with special needs. His task is to create different formats of social advertising in order to overcome stereotypes and assimilate the "masses" of society, because of the lack of interest in the creation

of an inclusive society, the attention of the public is not sufficiently high on the vital achievements and talents of people with special needs, their uniqueness, their significance for our well-being. Therefore, it is appropriate to expand the authority of the ministry, which provides for targeted policies to address the problems of people with special needs through social advertising, brochures, booklets, billboards, the establishment of enhanced control, and the objectivity of information on inclusive education. The Ministry of Information Policy of Ukraine, in the course of its activities, is not only appropriate to form a hostile attitude towards people with special needs, but to show them from the standpoint of partners.

The next integral part in the implementation of inclusive education is the implementation of individuals with special needs of creative intellectual abilities. Therefore, the Ministry of Family, Youth and Sport will focus its activities on accessibility for children with special needs of competitions, competitions, tournaments, exhibitions, festivals of creativity, conferences, forums organized by them. The authority of the ministry is responsible for the development of a network of out-of-school institutions. Ensuring the accessibility of out-of-school education for children with special needs will ensure the needs of children for knowledge and creativity, satisfaction and development of their interests and abilities, will positively influence the formation of world outlook and value orientation systems, and will accelerate the socialization of children with special needs. According to the head of the Ukrainian Greek Catholic Church Svyatoslav Shevchuk, the significance of the institution of the family today is leveled: "Today, from 60% to 90% of couples in some regions disintegrate during the first five years. About 70% of children grow without a family. Tomorrow these children will not be able to create a full family. We fall into a vicious circle of human weakness, loss of foundations in society "[1]. Therefore, the Ministry of Family, Youth and Sports has its activities in relation to measures for the social and legal protection of children with special educational needs, social and psychological rehabilitation; the creation of legal economic and social conditions for the functioning and strengthening of families, especially families, where a child with special needs education needs to be deployed more actively and effectively.

The introduction of inclusive education involves not only the provision of educational rights for people with special needs, but also their full integration into society. The process of integration is impossible without adjusting the infrastructure of the city, the country to the needs of people with special needs. So the Ministry of Regional

Development, Construction and Housing and Communal Services of Ukraine has already made some efforts to implement the UN Convention on the Rights of Persons with Special Needs in the field of accessibility of the environment and universal design. In particular, a number of normative documents were adopted that ensure the implementation of their rights to people with special needs. But due to the lack of mechanisms for implementation and quality control, compliance with the requirements of the current legislation is not ensured, and the environment remains inaccessible and barrier. Although the creation of a universal design is a long-term project and requires financial resources. Given the well-established strategy and compliance with European standards in public administration, the universal design will be useful to all strata of society.

The next state executive body, acting as the subject of inclusive education in Ukraine, is the local state administration. Among the powers and functions of local state administrations, which are defined in the Law of Ukraine "On Local State Administrations", there are no issues related to the implementation of inclusive education in Ukraine. Only in Clause 4 Part 1 of Art. 23 defined the authority in the field of social security and social protection of the population, which states that the local state administration promotes people with special educational needs. However, the Law does not specify the mechanisms of public administration that the local state administration would carry out such activities. Taking into account that local state administrations implement state policy in the field of education at the local level, it is important to define legislation, their powers and functions regarding the implementation of inclusive education in Ukraine. After all, local state administrations, within the limits defined by the Constitution and laws of Ukraine, carry out state control in the respective territories, in compliance with the legislation on the education of youth and minors. Also, the local state administration carries out the financing of educational institutions and organizations, for the construction, expansion, reconstruction, repair and maintenance of educational institutions. Therefore, it is appropriate to make the following changes to the Law of Ukraine "On Local State Administrations", namely: in Part 1 of Art. 16 to add a new paragraph which will establish that local state administrations should exercise state control over ensuring the implementation of the right of persons with special needs for inclusive education; in clause 1, part 1, Article 22, be complemented with authority for the implementation of state administration in the field of inclusive education; in Clause 3 of Part 1 of Article 22 to supplement the powers of mate-

rial and financial provision of inclusive education institutions; in Clause 4 of Part 1 of Article 22 to supplement the powers with the preservation of institutions of inclusive education, as well as their extension.

Inclusion-related processes in Ukraine are difficult and quite slow. This is primarily due to the rejection of the society of people with special needs, including children. This is clearly distinguished from the local authorities of education, which is not always timely and properly communicated to the leaders, teachers of educational institutions content of legislative and regulatory acts. The lack of interest of the local state administration and the heads of educational institutions in the inclusive implementation is reflected in the lack of conditions for providing inclusive education due to inadequate funding and provision of material and technical and teaching and methodological resources. Also, a major problem is the low level of involvement of NGOs, the lack of pedagogical staff for working with children with special needs, the leveling of educational work among parents and children in educational institutions, all of which leads to a negative attitude of healthy children and their parents to "other" children. in class or group. Therefore, in the process of inclusive education, it is important for the local state administration to facilitate the organization of conferences, meetings, seminars, trainings, practical classes with pedagogues to provide information on the specifics of work with students with special needs. Create creative teams of teachers or interdisciplinary teams that would include a psychologist, a social teacher, class leaders who will increase the level of competence, and will acquire new skills to provide quality educational services for children with special needs. In the educational process, it is necessary to use innovative technical means for the effective mastering of the curriculum, facilitating the communication and mobility of the educational process of children with special needs, accordingly, the school leadership in cooperation with the local authorities should take care of their acquisition. It is necessary to involve the medical-psychological service for conducting social pedagogical work with the parents of children with peculiarities of psychophysical development, involving parents in group and collective forms of work, such as practical seminars, lectures-presentations, consultations, and diagnostics and correction of the socio-psychological state. children with special needs, with the subsequent mandatory provision of this information to class teachers and teachers. Such cooperation is important as parents do not always know how to transfer socially disadvantaged children to knowledge, sometimes – how

to deal with a child, cooperation with parents will ensure the maximum realization of the potential of the child with special needs and will promote the protection of their rights to education in the same way as all other children.

Having followed the processes of introduction of inclusive education in Ukraine by the state administration, various problems emerged on the way of inclusion due to non-elaboration of legislation. But despite the shortcomings, the regulatory framework for inclusive education in Ukraine continues to evolve among the latest documents on the development of inclusive education in Ukraine, there is a letter from the Ministry of Education and Science, Youth and Sport of Ukraine dated April 2, 2012 No. 1 / 9-245 "On receipt of the document on education for pupils with special needs of general educational institutions" and from 18.05.2012 № 1 / 9-384 "On the organization of inclusive education in general educational institutions", which accompanies the instructions-methodological letter "Organization of educational-yhovnoho process in inclusive education". The instructional and methodological sheet was developed with the purpose of intro-

ducing the Procedure for the organization of inclusive education in general educational institutions where guidance is given on the implementation of individual development programs, individual curricula, individual curricula and the application of certain methods for assessing pupils with special needs.

Conclusions and suggestions. Therefore, ensuring the qualitative functioning of inclusive education and integration of people with special needs into society requires the cooperation of subjects and objects of the inclusive educational space, which envisages mutual improvement, mutual enrichment of these parties, deepening of the desirable qualities, achievement of the expected adaptation and socialization of people with special needs and improvement of socially useful affairs and conditions of life.

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EFFECT OF THE STATE REGULATORY DEVELOPMENTS

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The article rightly essence and main features of urban development. Disclosure tasks of state regulation of urban development in Ukraine. Reasonable factors that hinder the development of urban planning area. The main priorities of state regulation of urban development. Presentation of the areas of improvement of state regulation, identifies priority principles of the regulatory framework of urban development in Ukraine.

Key words: town-planning activity, state, regulation, European integration, concepts of town-planning management.

Formulation of the problem. Over the past decades, the world's leading countries have become aware of the special role of cities in the process of building a modern state, which is the undisputed evidence of the recognition of the European community of urban policy as a guarantor of effective and balanced development of the territories. The problems of urban development in Ukraine in the era of globalization, which are determined by socio-economic, political and legal, functional-territorial, environmental factors and conditions of the investment process, significant changes in the structure of the subjects of urban development activities and their interconnections, are worthy of attention. – changes in the emphasis and concept of urban management.

Analysis of recent research and publications. A lot of works of domestic and foreign scientists, in particular Yu.M., are devoted to the study of urban development issues. Bilokin, MS Bilyk, VV Vladimirov, MM Gabel, MI Dolishniy, MM Demin, Ye.E. Klyushnichenko, VI Nudelman, VO Timochin, IO Fomin and other scholars. To solve problems of urban forecasting and urban planning processes, they devoted their works to T.V. Egorenko, Ye.S. Kuts, T.S. Nechaeva, N.V. Pavlyha, O.S. Petrakovskaya, G.Ya. Filvarov and others.

Unsolved earlier part of the presented problem. During the research, the issues of the applied bases of state regulation of urban development at the various stages of the city-building process on creation of the material-spatial environment, human life and justification of directions for its improvement in the conditions of European integration remain unresolved.

The purpose of the study is to reveal the essence and objectives of state regulation of urban development activities, to identify the factors that hamper the development of urban development in the region and to present directions for improving the state regulation of urban development activities in Ukraine.

Presentation of the main research material. At the present stage, city planning, as a separate branch of scientific knowledge, investigates the patterns of the formation and functioning of

territorial systems of different hierarchical levels, develops the principles and criteria for making design decisions in the form of design norms and concepts of city-planning solutions, technologies and designing of design tasks, models of perspective development of territories. The state establishes the legal basis for making managerial decisions, protects the interests of the national economy, forms its infrastructure, monitors the processes of monetary circulation, establishes and develops a profitable legal relationship for society. Under such conditions, state regulation of urban development, as an integral part of the national economy, is not only necessary, but, on the contrary, its significance is greatly increased. In the field of urban planning, a constant search for the formation of new economic-organizational mechanisms for the implementation of urban development processes [1, p. 34].

From the professional and planned work of the state ultimately the development of cities, settlements, infrastructure – the same elements, of which the country is formed. In subsequent years, the role and significance of urban development will increase significantly. This will be conditioned by the increase of business, social and construction activity, resource availability of such long-term trends in the development of territories and settlements, such as infrastructure improvement, urban development and reconstruction, improvement of the ecological condition of the urban environment, and the arrangement of rural settlements. Therefore, maintaining and maintaining the sustainable functioning of cities and other settlements is a strategic goal of state development.

Town-planning activity is a purposeful activity of state bodies, local and regional self-government bodies, enterprises, institutions, organizations of citizens for creation and maintenance of a valuable living environment, which includes [2, p. 14]:

- forecasting development and planning of territories;
- construction of other objects;
- design, construction and reconstruction of objects of housing and civil engineering, indus-

trial designation; regeneration of historical settlements;

- restoration of architectural complexes and ensembles;
- creation of engineering and transport infrastructure.

Town-planning activity is multifaceted, it covers various developmental problems (Fig. 1).

The main tasks of the city-planning policy in the modern environment are:

- development, transformation and modernization of the existing system of resettlement and network of urban and rural settlements taking into account administrative-territorial reform;
- the formation of transport and communication infrastructure that meets the external and internal needs of the country;
- creation of prerequisites for overcoming the acute problems of the development of large and largest cities in conjunction with surrounding agglomerations;
- raising the socio-economic level of small and medium-sized cities and rural settlements;
- preservation and restoration of historical, cultural and natural heritage;
- orientation to the modern theory of urban planning, support for the development of funda-

mental and applied scientific research in this area, expansion of information and statistical base of urban development activities.

The power and management in urban planning should change in connection with the democratic forms of urban development, while not losing the traditional forms and methods of urban governance and planning developed by the country for the entire previous period of development in the twentieth century. Extending legal forms and restricting discretionary powers in urban planning does not mean the abandonment of power; on the contrary, it gives rise to power, but on the basis of law and democracy. The aim is to create a basis for self-governance in cities, to improve public relations between the authorities and the community, and to strengthen city law. The most important function of power in cities lies in the organization of the necessary instrument management systems, namely: perspective urban planning; information management system of city planning; scientific theory and applied knowledge as the basis [4, p. 187].

The main factors hampering the development of urban planning are:

- ineffective regulatory and legal regulation of individual stages of the urban development pro-

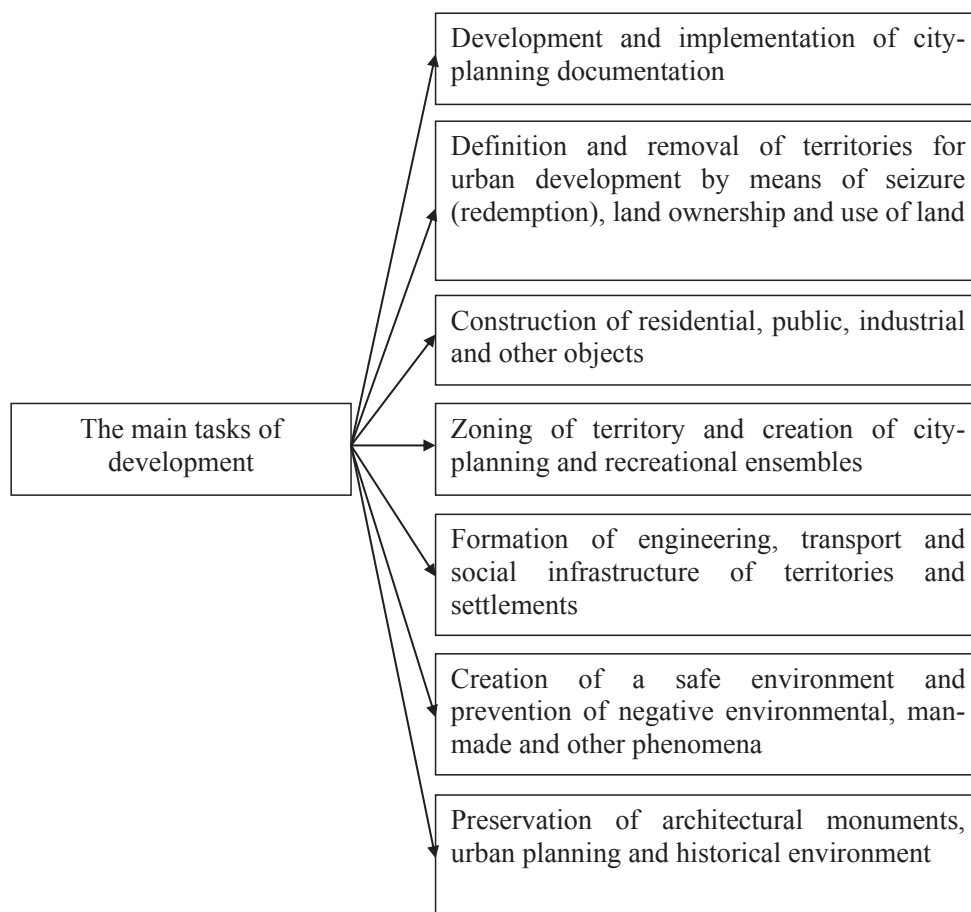


Fig. 1. The main tasks of development of urban development activities

cess, the absence of a single coherent system of state building norms and insufficient provision of territories and settlements with actual urban planning documentation. This process of elaboration and adjustment of master plans and other city-planning documentation practically ceased in the absence of necessary funds. Despite the difficult financial situation of local councils, the issue of developing and updating urban planning documentation remains a priority for them, since it is impossible to give an objective conclusion on the feasibility of placing a new object without knowing the development paths of the settlement, which are defined by the general plan.

- insufficient state support in the development of master plans, as well as in simplifying and cheapening the process of their development for rural settlements with a small population.

- an imperfect legislative framework in the field of construction that allows simplifying the permitting procedure in construction and minimization, while the corruption component.

The allocation of land for development and the design of the relevant land management documentation remain the most burdensome constituent parts of the urban development process. The Law of Ukraine “On Regulation of Urban Development” practically did not affect the process of land allocation and reduction of its terms. In the future, the complex issue of allocating and adding land plots in the existing pre-existing building for one individual object remains. This is due to the need to develop (upgrade) city-planning documentation.

Today, the work of local authorities, authorized bodies of urban planning and architecture is aimed at solving the most urgent problems regarding the planning of the territories, ensuring the sustainable development of settlements and their systems, improving the spatial environment of the inhabitants of the region, preserving the rational use of natural resources, addressing important socio-economic and engineering and engineering problems of urban development.

The main task of the authorities is to ensure sustainable social, economic and ecologically balanced development of settlements and territories, aimed at creating economic potential, a valuable living environment for the modern and subsequent generations on the basis of rational use of resources, improvement of social, industrial, transport, communication and information, engineering, ecological infrastructure, improvement of living conditions, rest and recreation, preservation and enrichment of biological diversity and cultural heritage.

To form a full-fledged living environment it is necessary to carry out its planning and devel-

opment in accordance with the legislation, state norms, rules and standards, approved general plans, other city-planning documentation, therefore, the issue of developing a new or updating existing urban planning documentation and, accordingly, financing these works should be a priority [5].

Major actions in accordance with the city-planning activities should belong to the state, which provides an analysis of the state of urban development, forecasting its development; preparation, approval and implementation of state, regional and local urban development programs, urban planning documentation; coordination of the interaction of participants in the urban development process; carrying out of state expert examination of city-planning documentation and projects of concrete objects; development and approval of state standards, norms and rules; control over observance of city-planning legislation, state standards, norms and rules, approved city-planning documentation and projects of specific objects, rational use of territorial and material resources in designing and construction; licensing of special types of works in designing and construction.

State regulation in the field of urban development is:

- planning of territories at the national, regional and local levels;

- analysis of the state of urban planning, forecasting its development;

- preparation, approval and implementation of state, regional and local urban planning programs, urban planning documentation;

- coordination of interaction between subjects of urban development and architectural activity;

- provision of requirements for taking into account state interests in the development of city-planning documentation;

- conducting an examination of city-planning documentation and projects of specific objects;

- development and approval of state standards, norms and rules;

- control over compliance with legislation in the field of urban planning, state standards and norms, requirements of initial data, approved urban planning documentation and projects of specific objects, rational use of territorial and material resources in the design and construction;

- control over compliance with the requirements for the protection of cultural heritage and preservation of the traditional nature of the environment of settlements;

- licensing of certain types of economic activity in construction in the manner prescribed by law.

The modern urban management system requires a combination of both planning and regulation [5, p. 85]. In the process of city planning at the level of a city-planning system (local or regional), the regulation of activities is carried out with the help of the traditional general layout of the settlement, which is periodically updated and is an instrument of management of the state, as well as local self-government in the urban area.

Conflicts around construction in Ukraine serve as a hallmark of the crisis model of city planning, which is inadequate, and as a result, conflicts around building projects are explained by systemic reasons, without which the use of the territory of Ukraine as a whole and its cities in particular is doomed to have a chaotic and unpredictable character.

Creation of an effective legal and regulatory mechanism that meets the modern requirements of urban planning is a prerequisite for ensuring state regulation in this area.

Consequently, the creation and implementation of normative regulation of urban development activities is inextricably linked with the need to revise the tasks of state regulation. Further development of the normative base will be based on the principles:

- taking into account state and public requirements for urban development activities;
- restrictions on the volume and content of state norms to the needs of management, local conditions, economic, geographical, historical and cultural and other characteristics, traditions, requirements of the population, etc., more detailed requirements can be established within the limits of the current legislation and without contradiction to state norms;
- establishment of the norms of the boundary values of city-planning parameters.

Conclusions and suggestions. State regulation of urban development is defined as a way of managing the development of territories, which reflects the complex interaction of organizational, social, economic measures that operate on a legal basis and ensure the functioning of the urban development process, optimal achievement of goals and objectives of urban development policy. Improvement of state regulation of urban development activities should take place in a complex manner, using all instruments of the management mechanism – administrative, regulatory, economic and social. to resolve the issue

of providing settlements with urban planning documentation it is necessary to provide appropriate targeted state support in the development of master plans, as well as in simplifying and reducing the cost of developing them for rural settlements with a small population.

Adoption of the future Town Planning Code will ensure the systematization of legislation and the harmonization of its provisions with the norms of related industries, which will increase the efficiency of the executive authorities and bodies of local self-government, other participants in the urban development process and provide detailed regulation of their mutual relations in one legislative act. Improvement of the system of state architectural and construction control should be carried out by decentralizing the powers of the State Architectural and Construction Inspection of Ukraine, introduction of public control over the activities of the bodies of DABI, improvement of their personnel and financial provision, adjusting the current normative legal acts, developing and introducing new, departmental and interdepartmental documents, in particular, the interagency instruction on interaction between the bodies of the DABI of Ukraine, the Prosecutor's Office of Ukraine, the Ministry of Internal Affairs Ukraine and the Security Service of Ukraine in the area of prevention and counteraction to city-building offenses.

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SECTION 3 LOCAL GOVERNMENT

DEFINING THE STRATEGIC PRIORITIES OF REGIONAL DEVELOPMENT IN UKRAINE

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The article is an analysis of approaches in the scientific literature and regulatory documents to determine strategic priorities of regional development as an important component of regional policy, whereby determining the most appropriate modern conditions principles justification strategic priorities of regional development in Ukraine. In the article the scientific approaches to determining the strategic priorities of regional development, whereby revealed no consensus on this issue in the modern world. The author analyzes the main strategic documents at various levels of regional development and has revealed the discrepancy in the priorities of regional development, resulting in justification of the necessity of new approaches to determining the strategic priorities of regional development in the modern world.

Key words: regional development, strategic priorities, regional policy, the principles of justification.

The problem is presented in general terms and its connection with important scientific and practical tasks. The change in the situation in Ukraine under the influence of external and internal factors makes significant adjustments to the processes of regional development, while at the same time creating certain challenges for the realization of the tasks of the state regional policy. The transfer of core competences relating to regional and local government development, which should take place as a result of the decentralization of power, calls for increased attention to regional policy issues, in particular, to the scientific substantiation of the definition of strategic priorities of regional development of Ukraine.

Regional development in Ukraine is gaining new emphasis in modern times, which is primarily due to the signing of the Association Agreement between Ukraine and the European Union. In Art. 446, chapter 27 states that “The Parties shall promote mutual understanding and bilateral co-operation in the field of regional policy on the methods for the formation and implementation of regional policies, in particular, multi-level governance and partnership, with special emphasis on the development of backward territories and territorial cooperation, while creating channels of communication and by intensifying the exchange of information between national, regional and local authorities, socio-economic entities and representatives of civil society lity” [11]. The situation leads to the need to update the regional development strategies as fundamental documents, which determine the prospects for the development of regions of Ukraine. An important part of regional strategies are the development priorities that determine the directions of the socio-economic development of the region for the medium term: “Regional development strategies should

be in line with the provisions of the State Strategy of Ukraine’s Regional Development and identify ... trends and key issues of socio-economic development ... regions, cities of Kyiv and Sevastopol; strategic goals, priorities of development of the region for the relevant period” [7, art. 90].

An analysis of recent research and publications in which the solution to this problem was initiated and based on the author. The problem of realization of the state regional policy is the subject of the research of such famous domestic scientists as T. Bezvernjuk, M. Dolishniy, V. Keretsman, S. Melnyk, D. Stechenko, O. Topchiev and others. The following scientists, such as Z. Varnal, V. Heyets, Y. Zhalilo, B. Danylyshyn, D. Lukianenko, B. Gubsky, A. Moky, and others, studied the issues of differentiation of regional development. In their works fundamental and applied principles of studying the disproportions of territorial development, development and implementation of regional policy of the state.

Identification of previously unsettled parts of the general problem addressed in the article. Despite a large number of works devoted to the formation and implementation of regional policy, there is no consensus on the definition of strategic priorities for regional development in modern conditions.

The purpose of the article is to analyze the approaches in the scientific literature and regulatory documents to the definition of strategic priorities for the development of regions as an important component of regional policy, on the basis of which the definition of the most appropriate modern conditions of the principles of justification of the strategic priorities of regional development of Ukraine.

Presenting main material. Scientific approaches to the definition of strategic prior-

ities of regional development differ. Thus, in the monograph "State Regional Policy of Ukraine: Peculiarities and Strategic Priorities" [3, p. 20], the following strategic priorities of the regional policy of Ukraine are defined at the present stage:

- the achievement of national unity and social consensus in the socio-humanitarian and socio-political environment of the regions of Ukraine;

- Search for an optimal model for the distribution of functions and powers at different levels of power;

- strengthening the material and financial bases of local self-government and strengthening the social dimension of fiscal policy at the local level;

- the formation of the innovation-investment model of development as the basis for the competitiveness of the regions;

- modernization of industrial and social infrastructure of the regions;

- use of new, more effective forms of interregional internal and external interaction.

In the report "On the Internal and External Situation of Ukraine in 2015» [1, p. 201], priority priorities for Ukraine in the field of regional policy are indicated:

1. Ensuring the competitiveness of communities able to participate on an equal footing with European integration processes at the local level, take an active part in entry into European markets of goods, resources, capital, labor force.

2. Implementation of complex reforms in the basic sectors of the national economy; modernization of industrial production and energy sector; development of a competitive market for services. In this context, an effective combination of sectoral and territorial incentives for socio-economic development, taking into account the specialization of territories and the prospects for diversifying their economies, is needed.

As analyzed by a team of scholars [8], in Ukraine the regional development planning system is represented by strategic and program documents of four levels: state, regional, subregional and basic. At the national level, strategic development priorities for all regions of Ukraine are defined in the State Strategy for Regional Development for the period up to 2020, which was approved by the Resolution of the Cabinet of Ministers of Ukraine No. 385 dated August 6, 2014 [4], which amended the State Regional Development Strategy for the period up to 2015.

Regional strategies for socio-economic development should be in line with the provisions of the State Strategy for Regional Development of Ukraine. At the level of all regions of Ukraine, adopted their own development strategies.

The next level of regional strategy is subregional. [10, p. 81]. The basic level of strategic planning is presented by the strategies of individual cities, districts and villages. The main problem of this level lies in the lack of strategies for the development of most villages in Ukraine, and the development of strategies for the development of territorial communities at the basic level does not involve the community and business.

In connection with the adoption of the new State Strategy for Regional Development, there is a need to update existing regional socio-economic development strategies and develop effective mechanisms for the practical implementation of the principles of self-development of regions [8].

Having analyzed the strategies of regional development at different levels, we find out that the national priorities are [4]:

1. Increasing the competitiveness of the regions.

2. Territorial socio-economic integration and spatial development.

3. Effective management in the field of regional development.

Priorities for the regional development of the southern regions include [8]:

1. Ensuring the comprehensive development of social policy.

2. Preservation and use of natural resources in the context of sustainable development.

3. Development of types of economic activity of the region.

4. Improvement of regional management systems, innovation and investment activities.

5. A cost-effective agro-industrial complex on the basis of sustainability.

6. Development of transport-logistic and seafarer complex.

7. Creating conditions for attracting investments.

8. Recreation and tourism.

Delivered on July 1, 2015 during the Focus on Odessa. Odessa Donor & Investor Dialogue", with the involvement of international organizations and the steps necessary for the economic breakthrough of the region, the priorities of the region's development are:

- development of sea and river ports;

- creation of a new customs center and the center for providing administrative services;

- development of communities with special attention to Ukrainian Bessarabia;

- attraction of investments in agriculture of the region (introduction of soil certification, soil quality improvement, and the restoration of land reclamation and irrigation systems);

- improving the quality of medical services, etc.

At the subregional level, emphasis is placed on creating comfortable living conditions; creation

of conditions for the development of small and medium business.

Thus [8], the analysis revealed that in the region as a priority sectors distinguish the agro-industrial complex, transport and logistics, tourism and recreation, as well as the development of innovations.

The priority of social development is present in the strategy of the regional level, and at the sub-regional level, the priority of human development, which is aimed at improving the professional qualities of people and their cultural development. At the regional level, priority is given to the development of industries, and in the subregional sector, the development of small and medium-sized businesses, and specific mechanisms and tools for creating a supportive business environment. One of the main problems of innovation development is the imperfection of regional innovation and investment management systems. Instead, sub-regional strategies offer specific infrastructure development projects for innovation.

The comparative analysis [8] revealed the general problems of strategic planning of regional development. The tasks outlined in the state strategic and program documents are quite declarative. The strategic objectives, priorities, and the sequence of their implementation are lacking in clear causal consistency, as well as mechanisms and tools for achieving the identified objectives, which creates the need for separate detailed documents, which include medium and short-term national programs of government activities, annual plans for implementation State strategy, long-term regional development strategies and regional development agreements. In addition, despite the fact that all Ukrainian regions have regional strategies, they are approved at different times, vary in degree of detail, differ in structure. Plans for the implementation of regional strategies either absent at all, or the nature of the document has little to do with the strategy itself. The parameters of monitoring the implementation of strategies are weakly correlated with their goals or are the nature of indicators in hryvnias, which is little suitable tool for control through inflationary processes.

In the process of identifying regional development priorities, it is advisable to focus on European practice. EU countries in the field of regional development implement the priorities related to environmental protection, the development of secure energy, the development of transport networks, the improvement of the quality of life, the formation of a knowledge economy. At first glance, such priorities seem to be somewhat generalized and patterned; at the same time, in each specific strategy, these priorities are for-

mulated taking into account local specificities and geared towards addressing specific tasks of regional development.

In particular, from the Cohesion Fund in 2007–2013, the following priorities are financed [12]: the development of the trans-European transport network; protection of the environment, including financing of projects in the areas of energy supply and transport that are environmentally safe (energy efficiency, renewable energy use, rail transport development, support for intermodal transport, public transport development, etc.). The priorities for regional development identified for funding in 2007–2013 from the European Regional Development Fund are the following [14]:

- within the Convergence objective: support for sustainable integrated economic development – modernization and diversification of regional economic infrastructure, especially in research and technological development (R & TD), innovation and entrepreneurship, information society, environment, risk prevention, tourism, investment in culture, investment in transport, energy provision, investment in education, health investments and social infrastructure, direct aid for investing in the development of medium and small enterprises;

- within the framework of the Regional Competitiveness and Employment objective: innovation and knowledge economy, countering the risks of environmental degradation, transport accessibility and telecommunication services;

- Within the framework of the “European Territorial Cooperation” objective: development of economic, social and environmental activities in the field of environmental protection; the establishment and development of transport cooperation; supporting local and regional authorities in shaping the research network and in enhancing the exchange of experience in the development and implementation of regional policy.

The experience of the EU states shows that the priorities of regional development should be based on an innovative model of development, which means the formation and development of those sectors that can provide long-term economic growth at the local level, solve the urgent issues of regional development. Innovative orientation of regional development will mean the use of innovative bases of activity by business entities, development of innovative productions. Innovation should also be incorporated into the priorities of regional development in Ukraine.

Conclusions

In order to update priorities in the regional strategy it is expedient:

- apply a combination of sectoral, spatial and managerial approaches to prioritization, allowing

rational use of scarce resources, minimizing their loss; will promote the use of existing local capacity, increase the initiative of local authorities in the formation and implementation of priorities and in general, will lead to the formation of a positive synergistic effect in the process of implementing the strategy priorities;

– to determine the priority of regional development on the basis of the following consecutive actions: formulating the problems of regional development, assigning them a rank or place of significance, moving from the description of problems to determining the priority of their solution, with the parallel allocation of priorities by value. With this, it is possible to achieve the clarity and logic of the priorities, the structuring of their system and the balance between the problem and the importance of the priority;

– to orientate itself to the European practice of defining priorities by standardizing / unifying approaches to document regional policy with EU documents (including creatively drawing on the experience of EU countries in developing strategic documents for regional development).

It is necessary to analyze and evaluate the effectiveness of such an important regional development mechanism as the international regional cooperation in the context of the implementation of the European integration course of the state. International regional cooperation should become a significant factor in stimulating the socio-economic development of the regions, expanding the potential for activating new forms and directions of mutual cooperation, involving regions and economic entities of the region in realization of joint projects and receiving financial support of such projects by the European Union.

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PRINCIPLES OF FORMATION AND FUNCTIONING CLUSTER FORMATIONS

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In the article substantiates the importance of the principles in the formation of clusters and deals with general principles of the formation of clusters. Researched the question of the influence of the archetypal features of the territory by using the class-based approach to development of territories. The author formed the system of clusters functioning principles. This article proposed that the principles of functioning of clusters, can be used by the authorities as the evaluation criteria regarding the level of usefulness, advisability and necessity of state support of their functioning in the region. It was determined that the system of principles of formation and functioning of clusters will be the engine for the identification of existing and selection of promising formations cluster type in Ukraine.
Key words: cluster, principles of formation, principles of operation, decentralization, the archetype of the territory, evaluation criteria.

Formulation of the problem. The decentralization processes taking place in our country are intended to convey not only the powers and resource base, but also the responsibility of local and regional authorities for constant development and the search for ways to fill various kinds of resources in the territory entrusted to them.

To this end, throughout the world, the authorities are resorting to a cluster approach in the policy of developing the territory, as a cluster of structures with a synergistic effect: allowing each participant to stay in touch with itself, fostering competition and creating an investment climate., becomes a platform for the implementation of innovations and the development of science and, ultimately, is a real basis for the overall development of the territory on which the participants are located. At the same time, the main advantage of such an approach in the activities of public authorities is equality in the five participants, both representatives of business and science, and government structures. Thus, the new principles of the organization of joint actions, which are oriented not on conquest (let alone in the name of common goals), but also on the dialogue, interaction, interaction of the state and society in solving the issues constituting it, are ensured in public consciousness and the state system. general interest. In the end, a full dialogue dialogue will take place in the system of horizontal interconnections.

Analysis of recent research and publications. The study of cluster entities is given sufficient attention, both among foreign and domestic scientists. The fundamental foundation for the study of cluster phenomena and clustering processes in the world is made by A. Marshall, M. Porter, S. Rosenfeld, E. Bergman and E. Feser, T. Anderson, K. Ketels, and others.

The works of M. Voynarenko, V. Heytsya, S. Sokolenko, V. Zakharchenko and V. Osipova belong to the Ukrainian scientific paper on the issues of the organization and management of clusters, their effectiveness and their impact on the development of the economy of the region and the country as a whole., etc. Among the the-

oretical developments, partial, but insufficient attention is paid to the isolation of the principles on which the clusters are formed, in particular, due to the influence of archetypal peculiarities of the theory, the use of the cluster approach to the development of territories and the principle of the functioning of cluster formations remains incomplete.

Selection of previously unsettled parts of the general problem. In attempts to apply the cluster approach, Ukraine is not an exception. Since the beginning of the 2000s, the Cabinet of Ministers of Ukraine adopted a number of documents, which discussed the need for clustering. However, in the context of the permanent reform of the public administration system, the case has not yet reached the official legal document – the grounds for using a cluster approach that would define the fundamental principles of the formation and functioning of clusters. This led to the fact that attempts to independently identify and structure clusters in separate regions do not bring the maximum possible effect.

At the same time, it should be noted that the principles of cluster formation are objectively inherent in the process of clusterization of initial principles, the basic laws, rules and regularities of the formation of cluster entities [1].

The value of the principles in the formation of clusters is due to the fact that they:

- contribute to overcoming the gaps in the formation of clusters;
- direct the development and functioning of different types of cluster entities;
- coordinate the functioning of the mechanism for regulating relations in the cluster;
- are the most important criterion of necessity and grounded clusterization [1].

The purpose of the article. The main purpose of the article is to identify the principles of formation and functioning of clusters, taking into account the influence of archetypal specialties of the territory, when using the cluster approach to the development of territories.

Presenting main material. The world experience demonstrates to us examples of success-

ful clustering, the processes of which are based on common approaches to the formation of cluster structures. Such approaches are based on the general (primary and basic) principles of clusterization, such as: voluntariness, common goal, equality of participants, interconnection, territorial closeness, etc., which are described in detail by scientists [1,2] (Table 1). In addition, taking into account the individual characteristics of each cluster entity, its type and location, special principles can be singled out. In the stat-tion, we will dwell in more detail on the general principles.

In the context of the implementation of the reform of local self-government and the territorial organization of power in Ukraine, the opinion of the team of scientists Gerasimchuk Z.V is

extremely interesting. and Smolich DV, who propose in the system of general principles of cluster formation to allocate the principle of decentralization. Scientists suppose centralized state stimulation of the formation and development of clusters, but emphasize that the application of the principle of decentralization, involves the active role of regional authorities in this process [1].

Such an approach is not only contained within the framework of the Law of Ukraine "On the Principles of State Regional Policy", which provides "... consideration of natural, historical, ecological, economic, geographical, demographic and other peculiarities of the regions, their ethnic and cultural identity [7]" in implementation by the public authorities of measures of policy develop-

Table 1

General principles of clustering

Principle	Content of the principle
<i>Voluntary</i>	This principle covers a very important range of issues related to the freedom of cluster formation exclusively on a voluntary basis. The content of the principle of voluntariness is that the right of the participants to join in the cluster includes the following aspects: first, the right to form clusters exclusively on a voluntary basis, and secondly, the right to voluntarily enter into cluster education, thirdly , the right to leave the cluster without interruption.
<i>Common goal (synergistic effect)</i>	It means that the cluster formation process should be subordinate to the global unifying goal, which has absolute priority. Objectives must be realistic, specific and aimed at achieving the ultimate goal, which will produce a synergistic effect. The synergistic effect will be called an increase in the performance of enterprises in the region as a result of the integration, integration, merging of individual parts into a single system, where the effect of the interaction of elements of the enterprise system exceeds the sum of the effects of each element separately.
<i>Territorial localization</i>	It is explained by the close territorial placement of the bulk of the members of the cluster system.
<i>Unity and connectivity</i>	The principles of unity and cohesion are closely linked, but if the principle of unity reflects the "outside view" on clustering, then the principle of connectivity guides the "inside look" to this process. The principle of unity demonstrates the structure of the cluster and consists in a coherent consideration of the cluster both as a whole, and as a set of components (elements). The principle of connectivity reveals the connections between the members of the future cluster, which involves mutual understanding, mutual support and trust of the participants to each other.
<i>Equality of participants</i>	It involves the equality of participants in cluster education, predetermines the democratic formation of a team of like-minded people, to develop and implement a strategy for the development of the cluster, taking into account the interests of each participant.
<i>Decentralization</i>	Provides an active role of regional authorities in the process of clusterization, even for centralized state stimulation of the formation and development of clusters.
<i>Development and self-development</i>	Justifies the need to take into account the variability of cluster formations, their ability to develop, expand, replace components, and collect information.
<i>Corporate identity</i>	Defines the need for a climate of trust and a culture of communication between cluster members, a unified system of values, and a sample of behavior for the possibility of sharing information, experience, reducing costs and maintaining the business reputation of the cluster as a whole.
<i>Constancy</i>	Provides for the harmonization of economic, social and environmental interests in the formation of industrial clusters.

Source: developed by the author according to [1; 7]

ment of territories. This principle is a reflection of the archetypes of the territory (clearly defined functional and stylistic peculiarities), where cluster activities will be carried out.

Yes, any territory has its own format. Such formats are always a few, and we can talk about the city, territory, settlement in many sokh-sah. However, the below three-level semantic system (Fig. 1) is present in any territory [3].

The first level – the system of traditional everyday life-security, which determines material flows, material relations and material heritage of the territory. These are buildings, structures, people who work, housing and communal services, flows related to food and other logistical supplies. The second level is associated with the development of socio-cultural activities. There are certain strategies, scenarios of development that can be both personal and related to individual communities and their executions. The third level, from which we can not go anywhere, are existential meanings or archetypes associated with this territory. This can also be called the sacred territory or territorial existential, which in many ways may be ambiguous. Those or other people, the community connect their future, their lives, their own meanings with a certain territory and can to some extent describe these meanings. Returning to the development of individual territories, such qualities of archetype images make them particularly attractive as the basis for positioning in the eyes of target audiences, since they ensure consistency and consistency, which eventually translates the brand position of the territory eventually.

Definition of “archetypes of territories” is defined by V. Gleb as a historical poison-city, with clearly expressed functional and stylistic peculiarities [4]. We agree with the researcher’s approach to defining the definition and its essence, but at

the same time we believe that the term is more suitable for determining the archetype of urban areas and does not take into account rural and settlement territories, as well as territories whose population is united by joint activity, etc., while it would be advisable to understand it as the historical core of the territory, with clearly distinguished functional-stylistic features [6]. At the same time, we support the opinion of the said researcher regarding the need to take into account historically determined criteria for the allocation of the territory for functional purposes, which has its own archetype according to its potential and problems, and we believe that such a principle should take place.

For example, Slobidska Ukraine has long since been the center of ceramic production. The presence of clay deposits on the territory of the land resulted in the appearance of manual ceramic production in VI – IV millennium BC [9]. Potting in the 18th – early 20th centuries. occupied one of the most important places in the handicraft production of the city of Tora – now the Slavic Donetsk region and some nearby villages. At the end of the nineteenth century. pottery dishes gradually began to oust the factory activity. In the 90s of the twentieth century, as a result of unsuccessful work and the closure of ceramic enterprises and the release of skilled personnel, the small and medium-sized business in the sphere of chemical production was rapidly developing. Today in Slavyansk there are more than 700 ceramic enterprises of small and medium-sized businesses, employing over 35,000 people in this sphere.

With the support of the United Nations Development Program in Ukraine (within the framework of the Donbas Economic and Social Reconstruction Project), the Government of

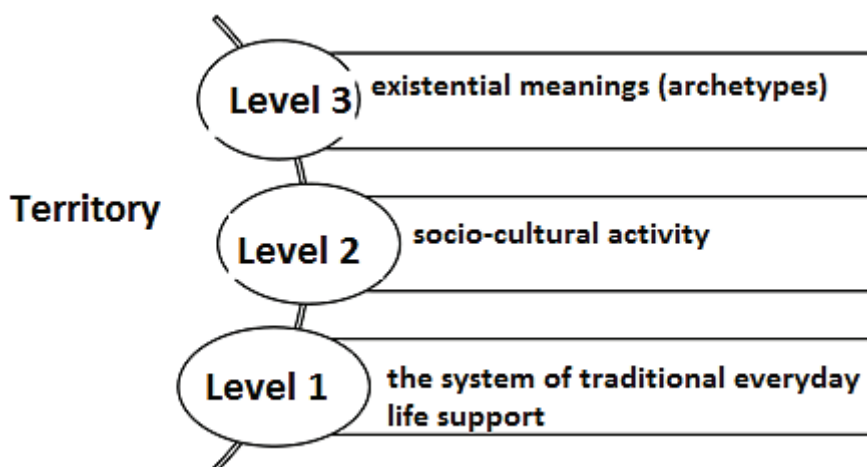


Fig. 1. Three-level semantic system of territory

Source: developed by the author according to [3].

Japan, in partnership with the Government of Ukraine, within the framework of the Ceramic Region Initiative, in 2015, small producers of the ceramic industry in the city of Slova ' The Japanese combined into a cluster [8]. As a result of the study of the field of ceramics in a few months, it was noticed that each of the entrepreneurs is characterized by narrow-profile production. If he produces sculptures, then he does not produce dishes, if he manufactures dishes, he does not deal with figures, etc. Here, the role of the cluster is also shown, taking into account the historical specialization of the territory: thus, uniting representatives of small and medium-sized businesses, with the help of qualified experts, developed the missing packaging and promotional materials of products that will allow Slavic and ceramic products to be competitive in the markets. Within the framework of the "Ceramic Region" project, a strategy was developed for the cluster to enter new markets, a number of trainings were held, including branding and communications, presentation of products in 4 cities of the country (Slavyansk, Kiev, Illichivsk and Chernivtsi).

In the same vein, if regional authorities initiate a clusterization in the region, in addition to decentralization and taking into account historically determined criteria for the allocation of territory for functional purposes, the principle of openness of the cluster formation process and involvement in the identification of promising areas of activity of the general public should be highlighted. It is foreseen that representatives of SMEs, large enterprises, science, authorities and the public are involved in the SWOT-analysis of the region. These people live and work in this territory, identify, so the best and the best know the available and hidden advantages and potential of the area, as well as the disadvantages and over-codes that can be encountered. On this basis, ultimately, key clusters for the region are allocated (about 10).

The use of this public-wide approach is prevalent in the world, particularly in the United States. In addition, the "Strategic session of the Odessa region", held in the summer of 2015, is an example of the use of public participation in the identification of promising regional clusters in Ukraine.

The possibility of further functioning of each of the probable clusters is evaluated on the basis of common principles for operation, such as:

- *Level of education of employees* (degree of education);
- *How easy it is to work* (business climate);
- *Infrastructure and logistics component*;
- *Innovative development* – how much innovation can be attracted to cluster activity or how innovation will develop as a result of activity;

– *Quality of life and social responsibility of the cluster participants* – as a cluster activity will affect the living standards in the region and the possibility of developing the ecosystem (a developing network around: education, raising the standard of living, etc.). How does OO offer? Karpenko agrees with this approach, "Cluster social responsibility should foresee the contingent contribution of the state, business, education and science, as key elements of the cluster, to the sustainable development of the individual, society, country. For the successful formation and functioning of clusters, it is necessary, first of all, to think about social welfare, and not at any price to defend the individual interests of each partner [5]". At the same time, the main core components of the cluster's social responsibility are: unconditional implementation of the current legislation of Ukraine, respect, trust, integrity, honesty, mutually beneficial cooperation, prevention of lies and theft, protection of the environment and human life.

Finally, on the basis of the above principles, the authorities should constantly analyze the activities of cluster structures, using them as criteria for assessing the usefulness and appropriateness, as well as the state assistance to their functioning in the region (Figure 2).

Therefore, we note that the system of principles for the formation and functioning of clusters will be the driving force for identifying existing and identifying promising cluster type entities in Ukraine.

Conclusions and suggestions. The introduction of a cluster-based approach to the development of the Ukrainian territory, based on the principles of the formation and functioning of clusters, will promote accelerated socio-economic development and increase of the competitiveness of the economy due, on the one hand, to increase the intensity of entrepreneurship development, increase of innovation activity, increasing investment attraction, increasing revenues to budgets of all levels, and, on the other hand, increasing the number of new jobs, developing social infrastructure, implementing environmental protection measures and so on.

In view of the above, taking into account such principles when using the cluster approach is an objective necessity of the development of the economy and social life. And the use of the principles of functioning of clusters as criteria for assessing the usefulness and appropriateness, as well as the state assistance to their functioning in the region. Further research will focus on the development of methodological principles for the application of a clustered approach to the activities of public authorities.

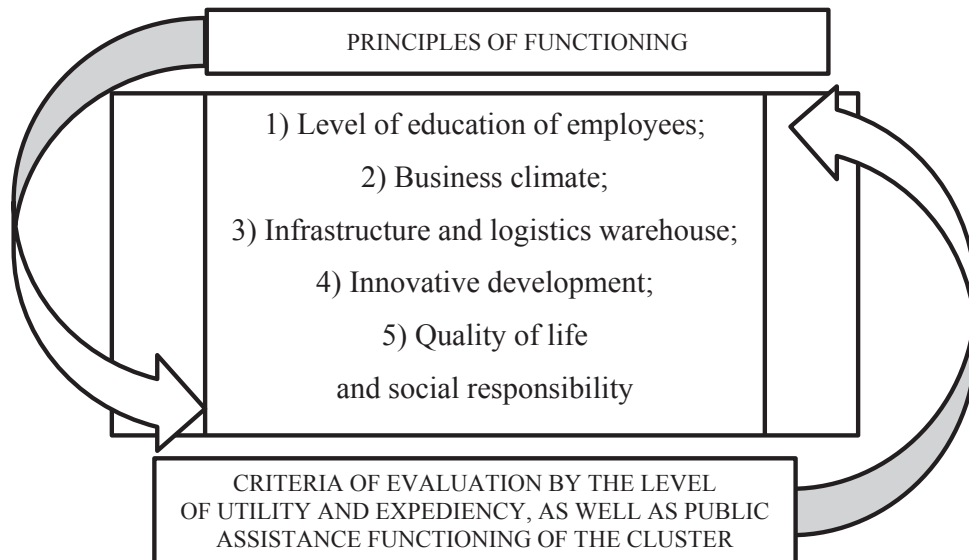


Fig. 2. Interconnection of the principles of functioning and criteria for assessing the activity of the cluster

Source: developed by the author

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ANALYSIS OF PLANNING OF YOUNG PEOPLE OF LVIV ON IMPLEMENTATION OF EUROPEAN STANDARDS IN THE PROCESS OF THE REFORM OF THE YOUTH POLICY IN UKRAINE (MONITORING OF MAIN ASPECTS)

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Analysis of research (monitoring) carried out in the period from August 2014 to February 2015 and during January-April 2015, Lviv Oblast Youth Center on behalf of the Office of Youth and Sport of the Lviv Regional State Administration on the topics: "Modern Youth Portrait of Lviv Region" and "Integration of youth of Lviv region into the European youth community" for the implementation of the regional target program "Youth of Lviv region for 2009-2015«.

Key words: monitoring, youth, state youth policy, youth development, integration.

Formulation of the problem. The study "Analysis of the gaps in the Ukrainian legislation on youth policy in the context of the recommendations of the Association Agreement between Ukraine and the EU and other relevant EU policy documents" was conducted in Ukraine in 2015 by Kirsten Anderson, head of research and policy development at the Center for the Rights of the Child Koram (Coram Children's Legal Center, a UK-based NGO within the framework of the UNDP Project "Strengthening National Capacity for Effective Youth Development and Response to the HIV Epidemic AIDS in Ukraine" [2], does not provide a complete picture of the aspects of youth policy implementation in the regions of the country in the context of the reform of the structures and bodies responsible for implementing the youth policy at the local level (local self-government bodies) and the newly formed" unions of territorial communities of regions and cities in the regions of Ukraine.

The purpose of the article. The main purpose of this article is an analysis of the 2015 monitoring proposals and aspirations of the younger generation on the example of the Lviv region and the identification of priority areas for improving and reforming the youth policy of the state at the regional level.

Presenting main material. Youth public policy has been and remains one of the key areas of the domestic policy of the state, with a special attention on its part. Since the adoption by the Verkhovna Rada of Ukraine of the Declaration "On the General Principles of State Youth Policy in Ukraine" in 1992 [1], this policy is one of the priority directions of the state's activity, which is carried out in the interests of both the young person and society as a whole. However, due to the growing social and economic problems, the lack of effective methods of state support for youth at the regional and local levels can negatively affect the material situation of young people and lead to deterioration of their physical and spiritual devel-

opment, and negatively affect the social well-being of young people, to cause the development of negative manifestations in the youth environment.

In order to more accurately study the above issues from August 2014 to February 2015 and during January-April 2015, the Lviv Oblast Youth Center, on behalf of the Office of Youth and Sport of the Lviv Regional State Administration, conducted sociological research on "Modern Youth Portrait Lviv region "and" Integration of Lviv's youth into the European youth community "for the implementation of the regional target program" Youth of Lviv region for 2009-2015 «. The survey was conducted by representatives of the youth and sports departments (sectors) of district state administrations and city executive committees of cities of oblast significance under the bush principle, by the method of questionnaire survey of young people aged 14 to 35 years by several thematic blocks according to the recommended sample. A total of 870 respondents were interviewed. Characteristics of the sample population: by sex, by type of activity.

The results of the survey showed that for a significant part of the youth, the main bodies that will really help the young person in solving their problems are centers of social services for the family, children and youth (23.94% of respondents), public youth associations (20.70%) and central and local executive bodies (19.95%).

In this way, we see that a significant part of the youth puts their hopes in solving problems for local authorities, through which the state youth policy in Ukraine is implemented. Moreover, as will be shown below, young people are ready to participate in its implementation.

The opinion of young people regarding the main tasks of youth policy is essential. Thus, young people noted that youth policy should be carried out in order to secure the rights of young citizens, establish guarantees and necessary social support for them (48.13%), provide constitutional rights of youth with the help of certain groups

of young people (orphans, invalids) – (35.66%), promotion of spiritual and physical development of youth – (37.41%), involvement of young people in active socioeconomic, political and cultural life of society – (33.17%), support of talented and gifted youth (31.42%) and support of young families (30.42%).

From the analysis of the answers it can be concluded that young people do not reduce the work with her only before granting certain social benefits, rather she sees this work in creating the necessary conditions for the realization of their rights, freedoms and responsibilities.

The data of the thematic block “Involvement of Youth in Public Construction” show that the proportion of young people who are interested in the development of youth policy in their area is 60.60%. Interest in youth policy increases in the process of socialization of young people. The older respondents, the less they give an answer, are not interested in youth policy (among 16-20 year olds – 23.16% are interested, 21-30 years old – 13.95%, and among 31-35 years -20.93%).

In addition, as the question relates to solving common socio-political problems in the state, the interest in such spheres depends on the educational level of young people. If 45.15% of young people are interested in socio-political issues among young people with primary education, then 65.82% of those with a complete higher education.

Answering the question “What programs do you know?”, The majority of respondents indicated that they knew about the “National AIDS Program in Ukraine” – 44.64%, 26.18% knew about the program “Youth of Ukraine”, 24.19% – about the national program “Children of Ukraine”. A fairly large proportion of young people (19.45%) do not know any program that is implemented at the state level. According to the results of the survey, the problems that require a first-rate solution are the following: fighting youth crime, drug addiction, alcoholism, prostitution (44.39%), education (43.64%), health (40.65%), employment (36.16%), social security issues (20.45%), leisure activities (18.45%).

According to the results of the survey, 34.16% of respondents believe that the youth themselves identify themselves as an active subject of youth policy implementation, while the active participation of young people in the life of society leads to a decrease in social upheaval and expands development opportunities. In addition, 51.37% of respondents believe that involving youth in youth organizations is an important tool for youth socialization. At the same time, only 39.15% of respondents are ready to take responsibility for its implementa-

tion, while 9.13% said they did not want it, and 11.72% were unable to determine.

Assessing the activities of youth and sport departments (sectors) of rayon state administrations and city executive committees of oblast significance, 41.40% rated their work indirectly, 17.94% consider the activities of youth and sports departments (rather than positive) rather than negative, and only 10.28% indicated that this activity is positive. According to the respondents, the unsatisfactory nature of their activities indicates that the youths are not aware of the measures planned or carried out by rayon state administrations: 58.60% indicated that they did not know any shares held in their area and that the main holidays they celebrated There are national events – Youth Day (18.95%), Independence Day and 8.73%, City Day (7.98%), Ivan Kupala celebration (3.99%) and sports competitions (10.22%). Taking into account such an assessment of the activity of rayon state administrations, 57.75% of the polled young people are ready to engage in the implementation of youth policy in their area.

An important factor in the effective implementation of youth policy by the youth is its involvement in youth non-governmental organizations. This is what the youth believes in answering a question about how each person can personally participate in youth activities in their area. Thus, 55.99% of respondents believe that membership in a public organization will contribute to this. According to 23.44%, participation in public speeches will provide young people with an opportunity to influence the implementation of youth policy. As for prospective activities of youth organizations were distributed as follows: 33.92% of respondents say that the activities of youth organizations should be aimed at solving the main problems of young people, 21.95% – to ensure the organization of mass recreation of youth, and 20.20% of respondents believe that youth organizations should to communicate the basic problems of youth to the authorities of the authorities and to monitor their solution.

According to the study, young people familiar with the activities of NGOs in areas of Lviv region: Office FNL “Plast”, NGO Youth Center “Leader” Company “Ukrainian Cossacks” Society of Disabled Children “Prometheus”.

Also, an important aspect of reforming youth policy in Ukraine on a European basis is the development of a national model for the implementation of youth policy, taking into account not only European standards, but also domestic traditions of youth work.

To date, for the Ukrainian state, the priority is to disseminate comprehensive knowledge about

the European community that is needed at the present stage for young Ukrainians to exist in this space in order to create such skills in the younger generation that would allow them to understand the problems of contemporary European society and ways. interaction between European states.

The state youth policy in Ukraine today does not fully respond to the needs of young people. Therefore, it is important to rethink and adapt the most successful and advanced foreign technologies and methods of working with youth, analysis of the interaction of public and state structures in solving common problems. That is why there was a need for a meaningful study and analysis of European experience of youth policy models, as well as taking into account technologies and techniques for further use in the youth policy areas identified by the most urgent youth from Ukraine.

The priorities of the youth were distributed as follows: education – 58% (507 respondents), medicine – 45% (394 respondents), economics – 44% (389 respondents), crime prevention – 42% (368 respondents), information technology and volunteering – 43 % (359 and 361 respondents). The lowest result was 24% (217 respondents) turned out to be in entertainment, the Lviv region youth do not see the exchange of experience in this area useful.

Based on the results of this study, it can be said with certainty that the most important area for Lviv's youth is the exchange of experience in the field of education. Accordingly, the youth of Lviv region often have contact with the European youth exactly during their studies.

A large number of young people in the Lviv region are trying to continue their studies in the magistracy or graduate school at European universities, implementing one of the main doctrines of modern European education – the academic mobility of students. It is characterized by the ability to make and respond to the necessary decisions, to live and act in a certain society, preserving their own self-determination, taking into account their own civic position, ability to orientate themselves in the political, economic, cultural and legal contexts. They are ready for the new perception; able to adapt to the situation, change directions of activity, have several European languages, communicate and interact with others, respecting their rights, culture, identity; are able to correctly resolve conflicts.

One can conclude that the education of European values is a vital factor for the integration of the youth of Lviv region into the European community with a view to strategic development of our country. It is the establishment of universal values of a democratic, tolerant and open society

in Ukraine, respect for human rights, the formation of an active civic position and the feeling of its own national identity

It is education that can contribute to the development of a democratic culture, the formation of competences, political, legal and socio-economic knowledge necessary for living in the European community. The priorities of pan-European education are to provide the younger generation with knowledge about a common European heritage and practical skills to adapt to life and learning in different European countries, be mobile, socially capable, capable of communicating and protecting their rights.

For practical implementation of the strategic course of Ukraine for European integration, it is necessary to disseminate educational activities in society, to create appropriate educational projects and programs that will prepare the younger generation for full coexistence in the European space.

An impressive result of the survey was the answer “yes” to 95% of respondents to the question “Does Ukrainian youth contribute to integration into the European youth community?”

Also, according to research, 71% of respondents believe that studying abroad contributes to integration into the European youth community, 12% do not see integration through education, 16% do not define their position.

Analyzing the results of the research can be noted in the certainty that the youth of Lviv sees positive trends of integration into the European community. In particular, according to young people, there is a priority area for integration in the learning process. So youth policy in Ukraine on European principles should pay attention to creating conditions to overcome the “language barrier” between Ukraine and the EU to promote mastery of Ukrainian citizens language of international communication in the European Union. The decision of this task should also be considered as an integral part of the state language policy of Ukraine. It is also necessary to accelerate the inclusion of Ukraine in the processes of creating a single European information and communication space.

Given that one of the main objectives of the strategic development of our country is the establishment in Ukraine universal values of a democratic, tolerant and open society and respect for human rights, the formation of active citizenship and sense of national identity and for the practical implementation of Ukraine's strategic course towards European integration must spread educational activities in the community, create appropriate educational projects and programs that will prepare the younger generation for the full foam extinction in the European space.

The task of state structures is to disseminate comprehensive knowledge about Europe, which are needed at the present stage of Ukrainian youth to exist in the European community, to develop such skills and abilities of Ukrainian youth that would allow them to understand the problems of modern European society, the ways of interaction of European states.

Youth policies should be based on an open development model that encourages young people to take initiative, independently identify their own goals and values, be involved, and be able to identify priorities and methods for implementing youth policies. Together with the popularization of such an open model of youth development and learning, Ukraine needs to also work to maintain social security, prevent and overcome the challenges young people may face.

Conclusions. Thus, analyzing the results of a survey of young people in the Lviv region, we can conclude that the vast majority of young people believe in themselves and believe that they themselves can implement state youth policy at the local level through participation in the activities of public organizations and movements. The main principles of state and local youth policy should be respect for the views of young people and their beliefs; empowering young people to participate directly in the formation and implementation of policies and programs concerning society in general and youth in particular; legal and social protection of

young people, especially those under the age of 18, in order to create the necessary starting opportunities for their full social formation and development; promotion of youth initiatives in all spheres of society's life.

An important condition for bringing Ukraine closer to Europe is to develop in youth civic competences, skills coexistence in a democratic society.

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SECTION 4

PUBLIC ADMINISTRATION IN THE FIELD OF STATE SECURITY AND PUBLIC ORDER PROTECTION

METHODS AND PRINCIPLES OF PUBLIC ECONOMIC SECURITY MANAGEMENT

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The article describes the methods and principles of state management of economic security. The basic principles of ensuring economic security of Ukraine are revealed. It is established that the structure of methods of public administration in the field of economic security includes: means, methods and techniques. The structure of methods of public administration in the field of economic security is presented and is divided into constituent elements. The proposed classification of factors of economic security. The set of indicators that will allow monitoring and auditing during the implementation of the state policy on economic security management is given. It has been determined that public administration of economic security should take place on the basis of a clearly structured management strategy, which should take place on the basis of the following principles: objectivity, goal – setting, efficiency, effectiveness, priority, competence, complexity, continuity, alternative, transparency and situational.

Key words: public administration, economic security, national level, management methods, management principles, regional level.

Problem solving in general and its connection with important scientific or practical tasks. Modern acceleration of global economic processes, the continuous integration of Ukraine into the world community and economic relations, as well as the deepening of market relations in the domestic and foreign economies, and, most importantly, the criminalization of society – cause the emergence of various threats, in particular economic ones. Today, we are closely dependent on foreign investors and currencies, the Ukrainian economy is based on the raw materials sector and a very cheap but highly skilled workforce. That is why today the necessity of protectionism of national interests and the use of the whole potential of the national economy, in other words, the realization of the positions of economic security, arose.

Analysis of recent research and publications. Problems of methods and principles of state economic security management were dealt with by such leading scholars as Burik Z. M. [1], Bukhvald E. [2], Malyshko V. M. [3], Prikhodko V.P. [5], Proskur V F. [6], Shaidov O.I. [7] and others. However, in today's realities, the application of the principles and methods of public administration to national security becomes of particular relevance, which became the subject of our scientific research.

Formulating the goals of the article (statement of the task). The main purpose of the article is to characterize the methods and principles of state management of economic security.

Presentation of the main research material with full justification of the received scientific results. The country's economic security is a complex and multifaceted construction. Being part of the national security system, it also

forms the basis for the formation of all elements that are part of its structure: military, technological, food, ecological, etc. Experience shows that only a reliable, effective system for ensuring economic security can serve as a guarantor of the sovereignty and independence of the country, its stable and sustainable socio-economic development. The main weapon in combating negative external influences on Ukraine in the conditions of globalization is economic methods. It is not a secret that at the current stage of development of the Ukrainian economy, most of the branches of the national economy are not sufficiently competitive, insufficiently used scientific and technical potential, and therefore there is a dependence on the technology and technology of the developed countries of the world. In addition, it should be noted that Ukraine depends on the policies of international organizations – the IMF, IBRD, EBRD, which are financial institutions of developed countries [6].

The desire to implement effective regulation of economic processes in Ukraine and ensure economic security lead to the implementation of a consistent, well-structured activity of state authorities and local self-government, and determine the high need for improvement and practical implementation of the mechanism of regulation and management of economic security that would provide a logical and coherent picture of each an element of the system of regulation and management, a complex of forms, methods and means of influencing economic processes in order to provide security [5].

The basic principles of ensuring economic security of Ukraine can be attributed [3]:

- rule of law in ensuring economic security;

- keeping balance of economic interests of the person, family, society, state;
- mutual responsibility of the person, family, society, and state for ensuring economic safety;
- timeliness and adequacy of measures related to the prevention of threats and the protection of national economic interests;
- the priority of contractual (peaceful) measures in resolving both internal and external conflicts of an economic nature;
- integration of national economic security with international economic security.

It should be noted that the state administration of economic security takes place on two levels, namely, national and regional.

Under the economic security of the state is understood a complex of economic, geopolitical, environmental, legal and other conditions that provide: prerequisites for survival under the conditions of the crisis and future development; protection of vital interests of the country with regard to its resource potential, balance and dynamics of development and growth; creation of internal immunity and external protection from destabilizing actions; competitiveness of the country in world markets and stability of its financial state; decent living conditions and sustainable human development. The economic security of the region is understood as a combination of conditions and factors characterizing the state of the economy, stability, stability and continuity of its development, the degree of its independence and integration with the economy of the country in general, which makes it possible: to pursue its own economic policy within the state; adequately respond to sharp geopolitical changes in the state; carry out (or at least start) significant economic reforms without waiting for help from the state in the event of urgent social and dangerous situations in the territory associated with local economic disaster or economic miscalculations at the state level; on a contractual basis to provide assistance to neighboring regions, where the existing unbalanced economic situation can negatively affect the economic interests of the region itself; maintain consistently the compliance of existing on the territory of economic norms generally accepted in world practice (or policy-approved for a specific region for a specific period of time), which allows maintaining (or restoring) decent living standards [6].

The structure of methods of public administration in the field of economic security includes: means, methods and receptions.

Methods of public administration in the field of economic security – these are actions that make it possible to achieve certain results

in ensuring economic security. The means of public administration in the field of economic security are the tools by which the influence in public administration in the field of economic security is exercised. The methods of public administration in the field of economic security are the constituent elements of the forms of implementation of management methods in the field of economic security, which are used in a concrete situation.

The structure of methods of public administration in the field of economic security can be divided into the following components [1]:

- according to the style of governance – democratic and dictatorial;
- from a legal standpoint – legal and non-legal;
- from the standpoint of the subject's influence on the object – direct influence and indirect influence; preparation and decision-making, planning, organization, control, management support;
- on a scale of application – system-wide (planning, organization, control, stimulation) and local (psychological, interviewing and interviewing);
- from the point of view of the organization of management – subordination and coordination (individual, collegial, collective, combined, regulative method of making managerial decisions);
- from the scientific point of view – cognition (cognitive-programming) and influence (organizational and regulatory);
- from the point of view of the motivation of management activity – encouragement, persuasion and coercion;
- from the standpoint of complexity – general (regulatory, administrative, social, psychological and economic) and special – strategic planning and targeted programming, budgeting, information;
- for functional purposes – regulatory, administrative (organizational and administrative), economic and socio-psychological or propagandistic.

The formation of a long-term strategy for economic security also involves formulating the main threats to economic security, and also envisages formulating the main threats to economic security. At the same time, under the threat of economic security, the economic and other conditions that are formed in the society are understood, which can directly or indirectly influence the economic security of the subject of economic activity (economy, economic theory, national economy in general) in the present or near future. Threats to Ukraine's economic security should be considered as explicit or potential actions that complicate or make impossible the implementation of national economic interests and endanger the socio-economic and political systems,

national values, the livelihoods of the nation and the individual [3].

The classification of factors of economic security is as follows:

- according to the scope of action – external and internal;
- according to the characteristics of the subject – motives and possibilities (motivation can become a source of conflicts);
- according to resource mismatch – resource shortage and surplus resources;
- according to the stability of existence – strategic and tactical;
- according to the level of distribution – individual and mass;
- according to the scale of action – national and international;
- according to the elements of the economic system – the participants of economic relations, economic methods, economic levers, economic norms, economic instruments;
- according to the mapping of the forms of conflict in the current legislation – reflected and not reflected in the legislation, as well as critical and non-critical ones;
- according to other factors – autonomous, combined and synergetic.

In the implementation of public administration of economic security, a set of indicators should be applied that will allow monitoring and auditing when implementing the state policy of managing economic security.

It is important to emphasize that the highest degree of security is achieved, provided that the entire complex of indicators is within the limits of their thresholds, and the threshold values of one indicator are not achieved to the detriment of others. For example, a reduction in the rate of inflation to the marginal level should not lead to an increase in unemployment above the permissible limit or a reduction of the budget deficit to a threshold – until full freeze of investments and a decline in production, etc. Thus, beyond the threshold values, the national economy loses the ability to dynamic self-development, competitiveness in the external and internal markets becomes the object of expansion of national and transnational monopolies, corroded with ulcers of corruption, crime, suffering from internal and external plunder of national wealth [7].

The main national interests of economic security are [7]:

- the ability of the economy to operate in the mode of expanded reproduction without critical dependence on imports;
- an acceptable standard of living for the population, ensuring social and political stability;
- stability of the financial system;

- preservation of a single economic space, which makes it impossible to develop separatist tendencies;

- creation of economic and legal conditions that do not allow the criminalization of society;
- ensuring the necessary state regulation of economic processes capable of guaranteeing the normal functioning of a market economy, both in normal and in extreme conditions.

E. Oleinikov considered in detail the issues of systematization of indicators of economic security. As the main features of the classification of indicators of economic security, he suggests [4]:

- level of the object of economic security;
- measure of significance of indicators;
- period of threats and their forecasting;
- the direction of the economy;
- the composition of the threats, the nature and extent of the likely damage from the action.

According to the above features, the classification of economic security indicators becomes the following [4]:

– by the level of the object of economic security:

- macroeconomic level – the economy of the country as a whole;
- mezo-valence (regional or sectoral) – the economy of the regions of the state and industries;
- microeconomic level – economy of market agents: firms, enterprises, institutions, banks, etc.;
- family and personality level – economic security of every citizen of the country.

– by measure of significance of the indicators:

- general macroeconomic indicators (level and quality of life, inflation rate, unemployment rate, economic growth, industrial production growth rate, consumer price index, budget deficit, public debt, etc.);

- basic macroeconomic indicators (ownership structure, dynamics of denationalization and privatization of state and municipal enterprises, monopolization and demonopolization, development of market structures, etc.);

- partial economic indicators (the growth rate of industrial production and the share of its components in GDP, GDP structure, gross and net investments, retail turnover, total non-payment, income ratio, employment rate, indicators of criminalization of the economy, etc.).

- over the period of threats and their prediction – short-term and long-term;

- in the direction of action on the economy – internal and external;

- the whole set of indicators is divided into quantitative and qualitative.

Among the indicators of economic security, it is possible to distinguish the following [2]:

- economic growth (dynamics and structure of national production and income, indicators of volumes and rates of industrial production, sectoral structure of the economy and dynamics of certain sectors of investment, etc.);

- which characterize the natural – resource, production, scientific and technical potential of the country;

- which characterize the dynamics and adaptability of the economic mechanism, as well as its dependence on external factors (inflation rate, consolidated budget deficit, external economic factors, national currency stability, domestic and foreign debt);

- quality of life (GDP per capita, level of income differentiation, provision of main groups of material goods and services, working capacity of the population, state of the environment, etc.).

Threshold levels of security reduction can be characterized by a system of indicators of general economic and socioeconomic importance, reflecting [2]:

- the maximum permissible level of reduction of economic activity, volumes of production, investment and financing, beyond which the independent economic development of the country is impossible on a technically modern, competitive basis, preservation of democratic foundations of the social system, maintenance of defense, scientific and technical, innovation, investment and educational and qualification potential;

- the maximum permissible decrease in the level and quality of life of the bulk of the population, outside of which there is a danger of uncontrolled social, labor, interethnic and other conflicts; the threat of the loss of the most productive part of the national “human capital” and the nation as an organic part of the civilized community is created;

- the maximum permissible level of reduction of expenses for maintenance and reproduction of natural and ecological potential outside of which there is a danger of irreversible destruction of elements of the natural environment, loss of vital resources of economic growth, as well as significant areas of residence, placement of production and recreation, the problem of irreparable damage to health present and future generations, etc.

Public administration of economic security should take place on the basis of a well-established management strategy.

It should be noted that the strategy of economic security management in Ukraine should be based on the following principles:

- objectivity, which takes into account previous experience and information gathered during the development of a strategy for managing economic security;

- goal-setting, which involves the precise formulation of specific strategic goals and objectives of the strategy;

- effectiveness, which involves directing the full set of measures that have been put into the strategy for achieving the final result, namely the achievement of the goals set in the strategy;

- efficiency, which involves determining the effectiveness of the program through the ratio of costs to its implementation and after its implementation, the results of improving the state of economic security of the state;

- priority, which envisages inclusion in the main directions of the strategy of the most important tasks, realization of which will allow to achieve harmonious development of the state;

- competence, which means the involvement of a wide range of experts with knowledge in these spheres of socio-economic development in the process of strategic management of economic security;

- integrity, which involves the creation of an innovative economic structure based on social consensus principles;

- continuity, which involves involving representatives of all stakeholders in the process of development and implementation of the strategy of economic safety management in order to ensure the inheritance of the implementation of the developed strategy;

- alternative, which involves the development of parallel alternative plans for the implementation of the strategy;

- transparency, which implies openness and transparency of actions of all actors during the implementation of the strategy, broad coverage of their activities in the media, involvement of stakeholders;

- situational, which involves identifying, evaluating, taking into account the influence of internal and external factors, as well as scenarios of actions, as a result of possible development options depending on their combination.

Consequently, the application of the above methods and principles will strengthen economic security in Ukraine.

Conclusions from this study and prospects for further exploration in this direction. After conducting research in the structure of methods of public administration in the field of economic security includes: means, methods and techniques. The methods of public administration in the field of economic security are democratic and dictatorial; legal and non-legal; direct exposure and indirect exposure; preparation and decision-making, planning, organization, control, management support; system-wide (planning, organization, control, stimulation)

and local (psychological, interviewing and interviewing); subordination and coordination (individual, collegial, collective, combined, regulatory method of making managerial decisions); cognition (cognitive – programmed) and influence (organizational and regulatory); encouragement, persuasion and coercion; general (regulatory, administrative, socio-psychological and economic) and special – strategic planning and targeted programming, budgeting, informing; regulatory, administrative (organizational and administrative), economic and socio-psychological or propaganda. Public administration of economic security should take place on the basis of a well-established management strategy. It should be noted that the strategy of managing economic security in Ukraine should be based on the following principles: objectivity, goal-setting, effectiveness, efficiency, priority, competence, complexity, continuity, alternative, transparency and situational.

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

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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.

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