

PRIORITY DIRECTIONS OF MODERNIZATION OF PUBLIC ADMINISTRATION IN UKRAINE BASED ON HUMAN RIGHTS

Problem setting Modernization of public administration in Ukraine is under the sign of the prospects and problems of European integration, which has recently become certain specificity and marked a significant step towards rapprochement with the EU.

Recent research and publications analysis Research philosophical aspects of human rights issues in conjunction with the exercise of power and principles of management are revealed in works of: R. Aleksi, V. Bendy, V. Briuhhera, A.Vildt, K. Vrochynskyi, V. Havel, Sh. Hosepata, H. Lomann, R. Rorti, E. Tuhendhat, H.Shu and others. Human rights and characteristics of integration structures and national institutions in the field of human rights were, among others, the subject of individual consideration of M.Bernet, H. Dzh. Frederikson, E.Hefner-Burton.

Paper objective The purpose of the article is to reveal the potential of Human Rights as to the efficiency of public administration and to outline its place in the process of modernization of public administration in Ukraine.

Paper main body The concept of human rights as a dynamic system of morality and law accepted and guaranteed by the state, develops together with the community, adequately reacts to the changes taking place in all areas of human life, and is able to be universal motive factor and purpose of the system of public administration according to the needs of modern society. Preserving and protection of human rights are the determinant of the efficiency of the public administration associated with the concept of human rights by various forms of relationships: functional, statistical, communications status, cause and effect and so on. In particular, functional interdependence of state governance and human rights concept defines the objective appropriateness and proportionality of the structure of public administration and human rights concept that are in force in relevant sectors of society and change under the influence of the same factors. So, acting in the economic sphere, state authorities are aimed at ensuring the effectiveness of the state's economy, while it guarantees social rights including their scope, level of satisfaction of which directly depends on the level of economic development. These two interrelated systems, state governance and observance and protection of human rights are influenced by the same factors: the level of development of productive forces and market relations simultaneously determines the state of the economy and the state to meet social rights; the level of professionalism of managers and performers of power authorities simultaneously affects the quality of management and the state of implementation of human rights both at the top and at the local level,

while one of these phenomena creates another, so the communication is not only functional, but also of cause and effect.

Conclusions and prospects for further research Correlation of the structure and methodology of human rights and state governance as public institutions is stipulated by objective compliance and comparability of public administration structures and human rights, because these public institutions operate in relevant sectors of the society and change under the influence of the same factors: economic, political, technological, ideological and others. There is a correlation between the state of development of democratic institutions in the society and state of observance of human rights. The latter one determines the effectiveness of government and its ability to implement its functions.

**NATO MEMBERSHIP FOR UKRAINE AS A GEOPOLITICAL
IMPERATIVE IN THE CONTEXT OF NATIONAL AND REGIONAL
SECURITY**

Problem setting The question of NATO membership for Ukraine in the present conditions is rather ambiguous and multidimensional as it includes geopolitical and geostrategic, historical and political, military, law enforcement and economic components and requires the formation of the relevant position of government systems at all administrative levels, with integration inclusive. In terms of the current Ukrainian crisis, despite a clear moral support of Ukraine by European and international community in general and NATO in particular, such a prospect may be perceived as real only contextually. The full membership of Ukraine in NATO - this is definitely something for the future, that requires substantial efforts both from Ukraine and NATO as a collective security system that is experiencing a period of necessary adaptation to the needs of member countries in the field of security and defense.

Recent research and publications analysis The analysis of relations between Ukraine and NATO, problems and prospects of membership, benefits and losses are revealed in publications of both well-known Ukrainian politicians, military and political leaders, and leading scientists from different fields of science. In the field of public administration there are works of H. Sytnyk, I. Hrytsiak, V. Dolhov, V. Korendovych, V. Horbulin, O. Kuzmuk, V. Abramov, V. Smolianiuk, O. Sukhodol, A. Orzhel and others. However, current events around Ukraine make it necessary to investigate constantly their nature that confirms the relevance of research issues of Euro-Atlantic integration.

Paper main body The relations between Ukraine and NATO throughout the whole period of independence of Ukraine were mixed, and in different periods they dynamically developed or were in decline. The reasons for this instability were analyzed in very detail by Ukrainian, European and American researchers and understood by policy makers, though against the background of current events, it is clear that the real algorithm to deter the aggressor, unfortunately, has not been developed nor by military theorists and practitioners, neither by politicians and civil society activists. However, the imperatives of international cooperation in the field of national, regional and global security vary considerably against the background of the crisis situation in Ukraine in 2014. Disguised by the realities of the so-called "hybrid" war, but consistent and cynical aggression of the Russian Federation in the south-eastern regions of Ukraine, the intermediate result of which was the annexation of the Crimea, demonstrates the need to abandon the standard peacetime approaches to national and collective security that have the expressive specificity of both internal and external aspects, and to develop new ones.

Conclusions and prospects for further research For Ukraine the only expected dividend from NATO membership at this stage is to preserve the territorial integrity and sovereignty. If the conflict enters the war or Russia dares to enter troops - it is not a question of the moment but a clear fact that puts priority on this issue at the national and integration levels, but if these priorities remain the real thing or illusion the time will show. Obviously for Ukraine, like all countries in the region, the most important question is not so much the idea of NATO membership as the prospects of Ukraine's existence as a sovereign state and the opportunity to prevent the deployment of full-scale war and the radical change in architecture of regional and global security.

Z. Koval

DYNAMICS OF THE WORLD GOVERNMENT REACTION TO CYBER THREATS: LESSONS FOR UKRAINE

Problem setting Ensuring public administration with information security of Ukraine in terms of cyber threats is still in an uncertain state. Ukraine suffers from an increasing complex of current and hidden cyber threats. Clear concepts, key legal mechanisms of information security management of Ukraine in terms of cyber threats has not been formed, and the experience of advanced countries is not introduced on time.

Recent research and publications analysis This problem is discussed in print and on the Internet, it was developed by Ukrainian military and civilian analysts such as: Doctor of Technical Sciences, Academician Yu. Danyk, Ph.D., associate professor V. Farushev, deputies of Ukraine Volodymyr Oliinyk, Yu. Samoilenko, O. Kuzmuk, researchers I. Izhutova, S. Oleksandrov, B. Butkevych, V. Yakovenko, T. Narytnyk, I. Serhienko, M. Konstantynov, Yu. Pasternak, foreign experts: E. Kasperskyi, I. Morozovitska, R. Khalilov.

Unsolved parts of the general problem Approaches to ensuring information security management of Ukraine in terms of cyber threats have not yet deployed their fragmented vision and disagreement. In this segment of national security in Ukraine the situation is still one of the worst in the CIS.

Paper objective The purpose of this publication is to attempt to identify ways to improve information security of Ukraine on the basis of the experience of operational management reaction against cyber threads of advanced countries and from the standpoint of system analysis.

Paper main body Around us the world is relentlessly globalizing while international competition is exacerbating. The central scene of clashes and rivalry of various national interests became the information space. During the transition to the information society the virtual space of the Internet becomes a strategic battleground, changing the political, geopolitical and military priorities. The main aim of the new information war is information dominance. Information and technological superiority, which are based on the network, generate Network-centric war, or cyberwar. The main content of the new Internet era theory of war is that the war becomes a network phenomenon, and military actions - a type of network processes. There is a need in the formation of information forces that will develop into the information army. In terms of cyberwar civilians and military units are combined into a single network on which information circulates.

O. Oliinyk

ACTUAL PROBLEMS OF PERSONNEL SELECTION OF THE POLITICAL-ADMINISTRATIVE ELITE OF UKRAINE: THEORETICAL ASPECT

Problem setting Problem setting is stipulated by modern trends towards the use of controversial methods and criteria of recruitment in the formation of political and administrative elite in Ukraine. In particular, one of the main criteria for selection of personnel in the exercise of appointments to key government and political positions is the presence of family or close relationships, business interests, lobbying, patronage, which may result in a conflict of interest at the national level, strengthening of corruption and discrimination, undermining the authority of the state government.

It is therefore necessary to focus attention on the study of the semantic component terms "favoritism", "nepotism", "cronyism" and the results of applying these methods of recruitment of political and administrative elite.

Recent research and publications analysis The analysis of recent research and publications demonstrates a lack of fundamental scientific research in the sphere of favoritism, nepotism and cronyism in the formation of political and administrative elite. At the same time, it is necessary to distinguish the numerous works of eminent foreign and domestic scholars such as B. Alper Biuikarslanr, D. Solomon, P. Perez-Gonzalez, J. Nadler, M. Kvon, M. Piren, R. Voytovych who focus on a wide range of implementation issues of personnel policy, including the formation of administrative elite.

Unsolved parts of the general problem The analysis and evaluation of modern methods of personnel selection in the formation of power-management elite in Ukraine indicates the presence of a stable trend to favoritism, nepotism and cronyism as the main criteria to be met by candidates for appointment to the highest positions of power. However, despite the extreme urgency of the problems raised in this report current dictionaries of the Ukrainian language do not contain a clear definition of concepts "favoritism", "nepotism", "cronyism." Besides, scientific works in the field of public administration do not contain thorough investigation of semantic part of these terms, the analysis of the feasibility and consequences of the use of such methods in the recruitment of political and administrative elite, which could lead to the inhibition of the development and modernization of human resources policy according to modern requirements in the context of the European integration policy of Ukraine.

Paper objective The purpose of this article is to determine the definitions of "favoritism", "nepotism" and "cronyism", study of scientific approaches as to the

feasibility and possible consequences of their use in personnel selection, review of main methods of recruitment of the political and administrative elite in Ukraine.

Paper main body In the context of the issues raised in this article, above all, it is useful to consider the semantic component of the term "elite" and read the cornerstones provisions of elitist concepts. The term 'elite' (in French *Élite* – the best, selected) denotes the leading strata in society, exercising leadership in certain areas of public life.

Ya. Malyk

ON THE ISSUE OF THE EURO-ATLANTIC INTEGRATION OF UKRAINE

Problem setting Strategically Ukraine belongs to Europe. Relations between the North Atlantic Alliance (NATO) have strategic importance for ensuring peace and security in the Euro-Atlantic space. So rationale for close cooperation between NATO and Ukraine is important for keeping peace in Ukraine in conditions of the war with Russia.

Recent research and publications analysis For the last time, scientists in their works examined the question of relations between Ukraine and NATO, in particular, V. Horbulin, V. Hrechaninov, O. Zarubinskyi, Yu. Moroz, V. Ohryzko, O. Palii, Yu. Surmin, O. Shamshur. During the period to 2010 there were covered the facts of Ukraine's cooperation with NATO, and in subsequent years, with the proclamation of Ukraine as non-aligned state, the criticism of the Alliance began. Only in the last period, after the overthrow of Yanukovych, publications substantiate the need to abolish the non-aligned status and accession to NATO. But this need requires more arguments.

Paper objective The article is aimed at justification for Euro-Atlantic integration of Ukraine in order to guarantee its national security.

Paper main body The development of relations between Ukraine and NATO began with the participation of Ukraine in January 1992 in the North Atlantic Cooperation Council and subsequently moved into the sphere of direct contacts. In February 1992, the visit of NATO Secretary General M. Verner to Kyiv, and on July 8 of that year, headquarters of NATO in Brussels were visited by the President of Ukraine Leonid Kravchuk. Since then, contacts between Ukraine and NATO have become permanent.

Ukraine became the first country among the former Soviet republics, which in February 1994 joined the program of cooperation with NATO "Partnership for Peace", and the same year its military officers began to participate in exercises and other activities of the program.

Despite the successful development of cooperation with NATO, in 1995 Ukraine put forward the issue of establishing special relations with NATO. The Ukrainian initiative was supported, and on September 14, 1995 a Joint Statement of Ukraine and NATO for the press appeared, where further strengthening of large-scale relations between Ukraine and NATO was announced, including in-depth development of relations within and outside the PFP program and activities of NACC. This event marked the beginning of a new phase in cooperation between Ukraine and NATO.

Conclusions and prospects for further research The transformation processes taking place in NATO prove the viability of the organization, maintaining and even

strengthening its role in the new conditions of international security. The willingness of NATO to protect peace and common civilization values throughout the Euro-Atlantic space, its efforts in cooperation with other states in the area of security, can be extremely effective factors in ensuring sustainable development and world peace.

M. Kravchenko

MECHANISMS OF DECENTRALIZATION OF SOCIAL SERVICES IN UKRAINE

Problem setting The domestic system of social services and providing social services to people who are in crisis and in need of assistance, in many ways does not meet present international norms and standards in the field of social protection and does not satisfy the needs of Ukrainian society. In general, the existing system of social services remained quite cumbersome and ineffective. It is characterized by excessive centralization and monopolization of state social services, based on non-transparent and inefficient social benefits and cash benefits provided by a wide network of bureaucratic state and municipal institutions of social protection and social services.

Recent research and publications analysis In domestic scientific and expert community the issues of reforming the system of social services develop V. Hoshovska, K. Dubych, E. Libanova, L.Sidielnik, V.Skurativskyi, O.Chernysh and others. Among the foreign experts who work with Ukrainian scientists and practitioners within the TACIS project "Strengthening Regional Social Services in Ukraine", which realizes British Council with financial support of the European Union, it is necessary to mention the leading expert R.Toftisovu-Materon as well as K. Niumen, M. Treisi, I. Fults. In terms of state decentralization and local government modernization the reform of social services is of particular relevance and need additional research on the world experience, analysis of the current state of shortcomings and problems of reforming the national system of social services, and discussion of development prospects.

Paper objective The purpose of the article is to suggest mechanisms for decentralization of social services in Ukraine based on international experience.

Paper main body The analysis of the essence of decentralization of social services in European countries allowed summarizing main problems of the national system of social services.

Conclusions and prospects for further research The international experience and problems that have accumulated in the national system of government, confirm the need to give more powers to local governments in setting priorities of local social development and directing local infrastructure of social services for citizens, planning and management of budget resources for social protection and social security. Thus, decentralization of governance and increase of the role of local government in identifying the needs, planning, financing and organization of social services will create a modern system of social services for individuals who are in crisis and require assistance.

CURRENT PROBLEMS OF SOCIAL AND LEGAL PROTECTION OF NEGLECTED AND HOMELESS CHILDREN: OUTLINING SPECIFICS

Problem setting The phenomenon of child neglect and homelessness is complex and ambiguous phenomenon. It should be noted that despite the fact that every year the problem becomes more urgent in Ukraine there is no state statistics on homeless and street children. However, some idea of the number of children in this category can be got from the statistics on the number of children removed from streets, including those who are homeless and begging, and the number of children placed in shelters for children. One form of removing children from the street is carrying out preventive raids "Street Children", "Railway Station", visiting families. In particular, during the year 2013 15988 children were found during raids, 7 298 children were in shelters for children. During the raids children were found not only outside, but also in computer clubs and entertainment establishments where they were during training sessions or at night and also in families during social inspections (detecting threats to life and health of a child, violence and ill-treatment children were removed from their families).

Recent research and publications analysis The problem of social and legal protection of children was studied in many aspects by a number of scientists: M. Batenchuk, A. Bezpalko, I. Horobets, H. Husak, I. Zvierieva, O. Kabanets, A. Kapska, O. Karpenko, S. Kyianytsia, O. Lisovets, N. Maksymova, M. Melnyk, Zh. Petrochko, A. Potopakhina, T. Pritchenko, I. Piesha, N. Romanova, Yu. Saienko, T. Semyhina, S. Tolstoukhova, I. Tsybulina. Domestic and foreign experience of overcoming child neglect and homelessness examine in their works A. Bezpalko, A. Bykov, V. Vakulenko, I. Horobets, L. Hurkovska, I. Dolia, T. Zhuravel, I. Zvierieva, A. Zinchenko, A. Kapska, L. Oliferenko, Zh. Petrochko, I. Piesha. However, public-administrative aspect of the problem is unexplored.

Paper objective The article is to study the actual problems of distribution of child neglect and homelessness in modern Ukraine and outlining the specifics of this phenomenon.

Paper main body In today's complex political environment the number of neglected and homeless children has increased significantly due to the problem of resettlement of a significant number of families with children from Donetsk and Luhansk regions. Thus, the problem of implementation of social and legal protection of children in this category at the state level is extremely important.

Conclusions and prospects for further research The specifics of the phenomenon of child neglect and homelessness is outlined. The level of social and physical development, psychological state, behavioral manifestations of neglected and homeless children must be considered in the formulation and implementation of state policy in the field of childhood protection in Ukraine during the public-

administrative activities aimed at the prevention of child neglect and homelessness and by providing social services to homeless and street children.

**ORGANIZATIONAL, LEGAL AND FINANCIAL BASIS OF
LOGISTICAL SUPPORT FOR THE ACTIVITIES OF INTERNAL AFFAIRS
AUTHORITIES OF UKRAINE**

Problem setting The current state of development and activity of the internal affairs authorities of Ukraine requires a comprehensive study of the role and importance of organizational, legal and financial conditions for their logistical support.

Recent research and publications analysis Certain attention was paid to these issues, particularly in works of the authors: O. Andriiko, O. Baibakova, O. Bandurka, I. Bachylo, V. Bilous, L. Borets, A. Vasylieva, R. Kaliuzhnyi, V. Nehodchenko, M. Kucheriavenko., F. Kolontaievskyi, L. Koreniev, I. Marianova, P. Melnyk, Yu. Popovych, V. Plishkin, L. Savchenko, O. Syniavska, V. Sushchenko, V. Teslenko and others. However, the question of organizational and legal regulation, financial support logistics of Internal Affairs of Ukraine in the context of national security was not studied in detail. Therefore, this issue is relevant both from a scientific point of view, and in practical application. It needs to be effective and timely solved.

Paper objective The article aims to clarify the nature and characteristics of organizational, legal and financial principles of logistical work of the internal affairs authorities in the context of national security of Ukraine and provide suggestions for improving the effectiveness of their regulatory influence.

Paper main body The current system of logistics of the internal affairs authorities of Ukraine needs to be improved, based on the economic, social and political regulators, supporting them by using their functioning and importance in the Interior. It also requires a clear agenda planning and use of budgetary funds and organizational principles of departmental financial control that requires continuous improvement, which involves the use of new developed models and approaches to the management of law enforcement activities in the country.

Unfortunately, there is no comprehensive special act regulating economic activity of the internal affairs authorities that adversely affects the regulation of logistics of the Interior.

Conclusions and prospects for further research Only in terms of real organizational, legal and financial conditions of logistics of the internal affairs authorities one can hope for successful realization of the basic directions of their activity. Therefore, state authorities need to contribute to the further transformation of the current model of logistics of the Interior, which should occur in the context of the overall process of changing the current system circuits of logistical and financial support in a mixed (budgetary and extrabudgetary) variety; to arrange the introduction of new effective forms of interaction between departments of logistical and financial support of the Interior with representatives of other law enforcement

agencies and local authorities; to stimulate further improvement of current legislation regarding logistical and financial support of the Interior in the context of national security of Ukraine.

Ye. Romanenko

MODELS OF STATE COMMUNICATION POLICY AND INSTRUMENTAL SUPPORT OF THE INTERACTION BETWEEN PUBLIC AUTHORITIES AND COMMUNITY

Problem setting The communication state policy is aimed at establishing effective forms of interaction between public authorities and the public, each of which is a projection of an appropriate software tool which models and serves the functioning of public administration in general, and on the other hand - the development of civil society.

Unsolved parts of the general problem Models of the communicative policy on the one hand determine the appropriate forms of cooperation between public authorities with the public, on the other hand are determined dependent on certain communicative tradition in public administration. According to Yu. Vorobiov, the famous Russian explorer, classification of models of communication policy should be based on the levels of government: state government - civil society and municipal authorities - community. A special role is paid to the so-called conceptual model of communicative interaction at the level "state power - civil society", which has a three level effect: long-term (strategic effect), medium (cumulative effect) and short (one-time effect), each of which is characterized by certain forms: interaction, dialogue and partnership contacts between the state and the public. Taken together, these forms of interaction provide mutual control and balance of interests in the term of "state power - civil society".

Recent research and publications analysis In this context, it is necessary to proceed from the fact that the communication policy of the state should be primarily aimed at the development of civil society, which gives reasons to single out the model of public communication policy. On this occasion, the famous Russian explorer M. Iliin described three basic models of civil society formation.

Paper objective The purpose of this article is to make a conceptual analysis of models of communication policy. Achieving this goal determines feasibility to identify its instrumental role in ensuring effective interaction between public authorities and the public, to group main research approaches to systematization of models of communication policy, to identify their strengths and weaknesses, to identify communication errors which lead to their introduction under certain conditions, to develop an algorithm for monitoring of information flows in the communicative interaction of state and public activity, to characterize the institutional structures in public authorities on which the implementation of relevant models should be laid on.

Paper main body Within this analysis, a special attention should be paid to consideration of the model of internal and external communication policy.

Conclusions and prospects for further research Thus, our analysis of models of communication policy made possible to identify its instrumental role in ensuring effective interaction between public authorities and the public. On its basis the main research approaches to systematization of models of communication policy were grouped and their strengths and weaknesses were identified, communication errors which lead to their implementation under certain conditions were determined, the algorithm for monitoring of information flows in the communicative interaction of state and public activity was developed, the institutional structures of government bodies on which the implementation of relevant models must lay on were described. Each model of the communication policy foresees the development of communication tools of the feedback of public influence on the formation and implementation of public policy. This is the least developed aspect of contemporary scientific tradition and it requires more detailed study, which is one of the promising areas of further research.

M. Zadorozhna

CONFLICT RESOLUTION AS A BASIS FOR DEMOCRATIZATION OF SOCIAL CONSCIOUSNESS AND INCREASE OF EFFECTIVENESS OF PUBLIC ADMINISTRATION

Problem setting The society is a heterogeneous phenomenon, as it consists of many individuals with their values, principles, outlook and needs. So ingrained in the public consciousness and public administration humanistic principle provides a deep understanding of each and ability to resolve conflicts so that no one felt ignored in its interests.

The relevancy of the issue deteriorated with the increasing tension in Ukrainian society and manipulations of public dissent by the authorities.

The modern society is a complex, dynamic, integrated system. Rational understanding of the reasons of its appearance, patterns of development and operation cannot be complete without a comprehensive and deep penetration into the essence and content of the contradictions inherent in this society. Such contradiction is the local source of development, but also a disaster for people when moving into a form of civil war or revolution.

Recent research and publications analysis Researchers of conflict issues outline such conflict classification: economic, legal, moral, religious, ethnic, family and household (the most important are here) political conflicts (offered by O. Danilian).

Paper objective The article aims to identify types and role of conflicts in public administration, and offer such a solution, which would not violate the rights and interests of any citizen and contribute to the humanization of social consciousness and social relations with the authorities.

Paper main body The systematic scientific approach to the study of processes and phenomena of reality involves consideration of social contradictions in several sections. First, it is necessary to disclose the nature of the contradictions of society as a system and their role in development. Secondly, we should consider their content through major components: party contradictions and interactions between them. Third, identify the main sources of differences in social systems. Fourthly, ground a typological model of social contradictions and consider it. Fifth, summarize theoretical knowledge about resolution mechanisms (regulation) social contradictions and functions, their structure, the most important forms and methods of use.

Conclusions It follows that conflict resolution can be bright detector of relations that prevail between the authorities and society, and contribute to their humanistic potential growth and humanization of both society and government.

The issues addressed in this part of the course, has not yet found its final and unequivocal decision. But scientists, researchers, philosophers have acquired certain directions, strategies and proposals. But still many original ideas the authorities did not try to fully put into practice, especially it concerns the problem of humanization of social consciousness.

O. Ihnatenko

CONTROL SYSTEM IN THE AREA OF BEAUTIFICATION OF HUMAN SETTLEMENTS

Problem setting Control is an important feature of the content of public administration. Control function in government is the analysis and comparison of the actual situation in a particular area with the requirements that are put before them, deviations in the performance of the tasks and reasons for these deviations and assessment of feasibility and suitability of such a way. Such specificity of control purpose, as it is noted in works of researchers of this problem enables to distinguish it from other management functions, establish special bodies that do not or hardly ever do other than control of government functions, to determine the competence of these bodies.

Recent research and publications analysis The general issue of control in housing, including the area of beautification of human settlements is studied by V.Lohvynenko, who suggested a control mechanism for the reform and development of housing and communal services in the region, S. Korniiichuk, who suggested to control prices and tariffs and quality of residential services, N. Oliinyk, who suggested to improve the control of self-regulating organizations in the housing sector.

Unsolved parts of the general problem Most studies concerning housing were considered without taking into account the specifics of control in the area of beautification of human settlements. In studies related to the control in the area of beautification of human settlements, researchers ignored the issues of the relationship between the state, municipal & non-government control.

Paper objective The purpose of the article is to study the control systems in the area of beautification of human settlements and provide relevant proposals for its improvement.

Paper main body General legal and organizational framework, and basic principles and procedures of state supervision (control) in economic activity, the powers of state supervision (control) authorities, their officials, and rights, duties and responsibilities of the entities in the exercise of state (Control), defines the Law of Ukraine "On the fundamentals of State Supervision (Control) of economic activity."

Conclusions and prospects for further research Thus, improving the system of control in the area of beautification of human settlements is in public control, self-governing control, public control.

S. Olefirenko

DIRECTIONS FOR LEGISLATIVE IMPROVEMENT OF THE ACTIVITIES OF MAIN DEPARTMENTS OF JUSTICE

Problem setting In accordance with the level of development of society in Ukraine, the activity of the departments of justice becomes more relevant, in particular, the need for continuous improvement in the organization of work, increase of legitimacy that is in development of public organizations and institutions, which are one of the components of the concept of civil society

Recent research and publications analysis Ways of improving the legislative offices of Chief Justice are governed by regulations, including the Law of Ukraine "On public associations", the Law of Ukraine "On enforcement proceedings", the Cabinet of Ministers of Ukraine "On Approval of the State Registration Service of Ukraine" and others. Also recommendations of the Ukrainian Interagency Coordination and Methodological Council on Legal Education of the Population "State of the State Registration Service of Ukraine to enhance citizens' legal knowledge and skills in the application of the law during the implementation of government policy in a particular area" are elaborated.

Unsolved parts of the general problem Despite the wide range of research on some of the key areas of justice departments, namely the state executive service and civil registration service, it should be noted that some aspects of these services are still insufficiently investigated, in particular the introduction of electronic trading state executive service and information support of Ukraine in registration activity.

Paper main body Today, the most important place in terms of citizen views in the work of Justice takes the State Registration Service of Ukraine and the State Executive Service of Ukraine.

Conclusions and prospects for further research Analyzing the practice of Chief Justice Departments in these areas, it should be noted that today is mainly formed by the state legislature and regulatory framework for the organization to work properly. At the same time, in our view, additional legal and organizational support, require the abovementioned scope of Chief Departments of Justice and State Registration Service as registration of legal entities and individual entrepreneurs towards shortening the registration and list of required documents.

Yu. Malko

CONVERGENCE OF RURAL DEVELOPMENT POLICY IN THE EUROPEAN UNION

Problem setting Formation of common principles of rural development policy in the European Union, where more than 56% of the population live in rural areas, started in 70 of the last century, when the priority of EU Common Agricultural Policy (Common Agricultural Policy) - abbreviated CAP EU - was determined increasing the volume of food production. Gradually agricultural policy was reoriented to increase of the efficiency of farming activities.

Recent research and publications analysis Fundamentals and history of the formation of rural development policy in Europe are revealed in the works of F. Mantyno, V.Ploieha. The issue of rural development in the system of European integration priorities of Ukraine is revealed in works of V. Borshchevskyi, Kh. Prytula, V. Krupin, I. Kulish, Yu. .Zlydnyk. Transformation processes of the Common Agricultural Policy of the EU and the European experience in implementing the rural development policy are revealed by such scholars as O. Borodin, Yu. Hubeni, T. Hohol, T. Hrom'iak, O. Pavlov, I. Prokopa, V. Yurchyshyn. However, most scholars focus on the sectoral approach to rural development policy, while in Europe Territorial Approach oriented to rural residents prevail.

Unsolved parts of the general problem Despite the importance of the issue, Ukraine is at the initial stage of forming an adequate state rural development policy that would recognize the priority to create conditions for personal development in rural areas. Therefore, based on the European experience it should be made in Ukraine drastic changes of Nation mechanisms and approaches to the development and implementation of rural people-centered development policy.

The main objectives are to study the basic stages of formation and implementation of European rural development policy; rationale for the transformation of the Common Agricultural Policy and the shift towards rural development; to define strategic prospects of rural development policy implementation and use of the opportunities of European experience for the development of Ukrainian village.

Paper main body Global science has not developed the conventional approach to the definition and interpretation of the term "rural development". The rural development is seen as based process of successive economic, social, political, cultural and environmental changes aimed at improving the quality of life, which is to meet the needs of all (not just agricultural) population and not to endanger future generations. The vast majority of researchers argue that rural development is a policy of the state in rural areas. The term "rural area" (the area) is interpreted in Europe as

an area located far from the centers of business activity and is experiencing some difficulty for people in getting the necessary set of relevant economic and social benefits. This applies particularly to the areas development of which depends on the results of agricultural activity, usually dominated by small farms, and accordingly, the performance of such management is negligible. In these areas future job losses in agriculture can't be compensated by the development of new jobs.

Conclusions and prospects for further research Summing up, it can be concluded that the historical context of rural development policy of the EU was flexible enough in respect to instruments of influence and its contents and target orientation. The nature of the interaction between the state of rural residents, partly involved in agricultural production changed depending on the technical equipment of the enterprises of agrarian sphere, development of market competition and infrastructure, the environment and living conditions in rural areas, demographic trends and so on.

V. Paliokha

**ACTUAL QUESTIONS OF PROGNOSTIC AND ANALYTICAL
PROCUREMENT OF THE SYSTEM OF PUBLIC ADMINISTRATION IN
UKRAINE**

Problem setting Today, in the face of the deteriorating social conflict, economic problems and international uncertainty, forecasting and predictive and analytical support of public authorities is not only means of ensuring the effective management but also protecting from misinformation and manipulation by external influences. Competent information and analytical support now more than ever is an important factor in the efficiency of any structure of the public administration.

Recent research and publications analysis The political analysis and political forecasting, including the system of public administration were studied in detail in the works of Western scholars - H. Bruvera, A. Vildavski, D. Hupti, Y. Drora, P. de Leon, Ch. Lindblom, K. Patton, D.Savytski, as well as Ukrainian and Russian scientists - A. Akhremenko, O.V alevskiy, K. Vashchenko, S.Vyhovskyi, V. Horbatenko, B. Krasnov, A.Kovalenko, V. Rebkalo, V. Rubanova, S. Teleshun , S. Turonka, M. Khrustaliyov, I. Yakovliev and others. The problems of political consultation as close to expert analysis of the scope of work devoted their research N. Bakhvalova, O. Berezkin, V. Honcharov, I. Ohar, L. Poliakova, A. Sytnikova and other scientists.

Paper objective The article aims to study the characteristics of governmental and non-governmental think tanks in Ukraine, to identify key problems of their functioning and develop appropriate recommendations to address them.

Paper main body Timely introduction of primary information is not so much important for administrative activity as proactive detection of problem situations and forecasting development of events. Therefore, one of the most important directions of information work is the information-analytical activity - a special area of activity associated with the identification, processing, storage and dissemination of information. Information-analytical work in government is a set of actions and measures based on methods and tools for the collection, storage, processing and analyzing data from information technology to justify the decision to implement an organizing effect on those aspects of life that require regulation through system of public authorities by using the powers of the government.

Conclusions and prospects for further research An effective system of information and analytical support of the public authorities can improve the effectiveness of social and political development, ensure transparency of political and economic change to prevent fraud and corruption phenomena.

**IMPLEMENTATION FEATURES OF THE ADMINISTRATIVE
AND POLITICAL MECHANISM OF PUBLIC ADMINISTRATION
OF FOREIGN TRADE SAFETY OF UKRAINE**

Problem setting Historical mistakes and achievements of independent Ukraine clearly defined its foreign policy vector, having embodied in legal strengthening European aspirations of Ukrainian society. But the course to simplify customs procedures, which Ukraine has chosen, joining a number of international agreements and conventions, particularly exacerbates the issue of foreign customs and trade security of the state (hereinafter - FTCS). After all, the effectiveness of customs procedures does not always depend on their maximal simplification. Straightforwardly reducing the time of customs formalities at the border without using modern effective controls causes new potential threats for the state security.

The scope of customs security was researched in sufficient detail and thoroughly by leading scholars and practitioners in the field of state customs - M. Pashko and I. Berezniuk. The issue of FTCS remained unnoticed by scholars, except for some works. Indication and scorecard of this type of state security are given in Guidelines on the assessment of the level of economic security of Ukraine, edited by academician of Ukraine S. Pyrozhkov. Also, some aspects of FTCS were considered by an expert in customs I. Kveliashvili. But the concept of "management of FTCS" in modern science is absent, which necessitates formation and basic scientific and methodological support of that paradigm.

Recent research and publications analysis The issues on mechanisms of public administration studied different experts in the field: V. Averianov, O. Amosov, H. Atamanchuk, V. Bakumenko, P. Yehorov, V. Kniaziev, O. Kovaliuk, O. Korotych, V. Malynovskyi, N. Nyzhnyk, O. Obolenskyi, Yu. Tykhomyrov, O. Fedorchak, L. Yuzkov.

After analyzing the features of public administration in the mentioned sphere we understand the state of protection of economic interests in foreign trade, in which the state is able to withstand the impact of external and internal negative factors and the presence of conditions that ensure the commodity and geographical balance of trade flows of goods that encourages the development of national economy, protecting domestic producers, strengthens the competitiveness and economic independence. Thus public administration in the sphere of trade security can be defined as the implementation of state-administrative influence by public authorities, which seeks to protect the economic interests in foreign trade.

Conclusions Summing up, we need to focus on the fact that the proposed classification model of public administration in the sphere of trade security has

enough conventional direction, as singled out mechanisms are interrelated and sometimes regulate the same issues of foreign trade and customs. In particular, the creation of a free customs zone in Crimea it is also the realization of organizational and legal framework for public administration of FTCS. The escalation of the military conflict in eastern Ukraine and the temporary occupation of certain territories allow us to consider administrative and political management mechanism of FTCS as an extremely important tool for national security of Ukraine. The world experience shows that the economic methods of impact are more effective than military ones.

**GLOBAL CONTEXT OF PROFESSIONAL DEVELOPMENT OF
EMPLOYEES IN THE SOCIO-CULTURAL SPHERE**

Problem setting At the beginning of the XXI century the formation of a global model of economic development which, integrating the structural elements of the world economy, gives it internal cohesion and unity based on the deepening internationalization of production and socio-cultural sphere, increasing levels of transnationalization and interdependence of national economies in the world, upgrading the technological base of the capitalist market system and the formation of institutions of global management, the establishment of international standards for universal life and democratic institutions. However, globalization is not a linear process. It is contradictory, ambiguous and zigzag, and its benefits and threats are distributed very unevenly both in industry and in the regions.

Globalization as an objectively stipulated process that acquired an unprecedented scale at the beginning of XXI c. provides new opportunities for effective development. However, multi-vector of the technological, informational, environmental, geopolitical factors determine intra-countries and regional differences of the global economic and social development that do not contribute to overcoming the development gap of national economies and synchronization reproduction processes of equitable distribution of world GDP, because of not fully used potential system interaction. Asynchrony, disparity and uneven relations of the subjects of the global economic system dramatically increase system tends to exacerbate traditional conflicts and stimulate the emergence of new ones, crises and catalyze processes with destructive potential on a global scale.

Recent research and publications analysis General problems of socio-economic development under globalization is in the field of foreign scientists: E. Azroians, M. Deliahin, V. Inozemtsev, D. Kalleo, E. Kochetov, T. Levitt, N. Moiseev, A. Neklesy, K. Omaie, A. Panarin, V. Pantin, M. Porter, J. Rosenau, J. Soros, G. Tobin, A. Toffler, S. Huntington, Yu. Shyshkov, Yu Yakovets.

Paper main body The investment policy in the educational sphere of Ukraine is known to be inferior to other countries with economies in transition in terms of investment. The reasons for this situation are the instability of tax laws and high taxation of labor and capital factors. Despite numerous declarations, policies in the education sector in Ukraine has not changed fundamentally, there is insufficient investment in the formation of the necessary components.

Conclusions The socio-cultural sphere as an important element of the national economy more than other areas responds to the external environment. On the other hand, it does impact on the overall national economy.

STATE REGULATION IN THE FIELD OF THE PASTORAL CARE SERVICE AMONG THE UKRAINIAN ARMY SOLDIERS AND THE CREATION OF THE INSTITUTE OF MILITARY CHAPLAINCY

Problem setting One of the goals of building a democratic society in Ukraine is to ensure the constitutional rights and freedoms, compliance with the European standards in the humanitarian sphere of society in general and the Armed Forces of Ukraine in particular. Among the important components of this process is ensuring freedom of conscience and religion.

Recent research and publications analysis Relations between the State and the Church (religious organizations) traditionally interested many researchers. In Ukrainian scientific thought during the years of independence of Ukraine problems of interaction between the state and religious organizations are revealed of the works of V. Andrushchenko, Yu. Babinov, I. Balzhyk, N. Bregeda, O. Smith, A. Kolodnyi, Yu. Kryvenko, M. Mykhailychenko, V. Picha, Yu. Reshetnikov, F. Rudych, Yu. Todyka. Relations between the armies of the world and religious organizations were represented in the works of foreign authors: N. Danilov, I. Dzura, S. Mozgovyi, A. Morozov, A. Pavlov and others.

Paper objective The article seeks to explore the process of state regulation in the field of pastoral care of the Armed Forces of Ukraine and the creation of the institution of military chaplains, as well as to offer ways to improve the process.

Paper main body In the Article 1 of the Basic Law - the Constitution of Ukraine it is declared that Ukraine is a sovereign, independent, democratic, social, legal state. Choosing the way of formation of legal state, Ukraine stepped up the process of recognizing human rights and means of their realization and protection. One of these rights is religious freedom, which is "a basis" for many other personal and cultural rights.

Conclusions So, based on the mentioned above, the question of state regulation in the field of pastoral care of the Armed Forces of Ukraine and the institution of military chaplains is especially important for Ukrainian society and for Ukrainian Army in particular, especially in view of the possibility of military aggression by other states. It is found that currently the Ministry of Defense of Ukraine form the organizational structure for the introduction of chaplains in the Armed Forces of Ukraine. There are also significant developments in the legislative field of the country that need to be expanded and improved. The above developments by analogy can be transferred to a special legislation which regulates the activities of the Ministry of Internal Affairs of Ukraine, Ministry of Emergencies, Security Service of Ukraine.

M. Zaverukha

THE ECONOMY IN THE NATIONAL SECURITY SYSTEM OF UKRAINE

Problem setting The dangers and threats are essential elements of the various complex systems: environmental, biological, social and technical. For the implementation of various social systems realization of hazards is closely linked to the functioning of the military-political, economic, social mechanisms and structures specific to a certain stage of socio-economic development. Throughout the historical stage of formation of civilization security was the same need of a man and society in general, as the need for water, food, housing. Specific feature of security is that it creates conditions to meet other basic needs. In the history did not exist and there are no universal means of preventing various threats, and at the beginning of the XXI c. the problem of security remains central to other problems of civilization development.

Recent research and publications analysis As the development of social and economic thought, the problem of security even in ancient times perceived as important in every social structure because it involved many philosophers, economists and politicians of the ancient world. Democritus, Aristotle, Plato, JJ. Rousseau in his treatise "The Social Contract" emphasized that the concern for self-preservation and security is the most important one.

Paper main body The social upheavals of the twentieth century were related primarily to the economy - the difficulty in forming the world market resulted in the first half of the twentieth century in two world wars and many social revolutions. In the second half of the XX century as the leading intellectual authorities note, civilization was faced with a number of global threats that endanger its future development. There are serious arguments to assert that in the XXI century the likelihood of new threats will increase.

Conclusions So it is possible to make a conclusion that for the formation of an effective national security Ukraine it should be created an effective economic mechanism for economic development that focuses not only on economic factors but also on non-economic factors taking into account the geographical and geopolitical situation of Ukraine, historical traditions, historical identity (mentality) of people living in Ukraine; prevailing system of values and moral norms, cultural values, the level of mass political and legal consciousness.

A. Popskyi

REGIONAL PROGRAMMES OF SMALL ENTERPRISE DEVELOPMENT AS AN INSTRUMENT OF PUBLIC ADMINISTRATION

Problem setting Small business plays an important role in the socio-economic development of both a country and a region, district, town as a leading sector of the market economy, providing saturation of the market in goods and services, promotes healthy competition, satisfaction of consumer demand and job creation. This small business is fundamental in the formation of the middle class in Ukraine which is unfortunately not formed yet. Government regional development programs of small businesses contribute to the fullest coordination of territorial and sectoral interests and create real conditions for convergence and leveling production and consumption in all regions.

Recent research and publications analysis Researchers of the problems of modernization of the national economy pay attention to the research of the factors influencing the formation and implementation of regional development programs and functioning of small businesses. An important contribution to the scientific study of these problems was made in works of B. Adamov, O. Amoshi, L. Antoniuk, H. Atamanchuk, Yu. Bazhal, P. Brown, B. Vakulenko, Z. Varnalii, S., L. Vorotin, V. Heits, B. Hohvud, M. Dolishnii, O. Valevskyi, O. Kiliievych, S. Kirieiev, M. Krupka, D. Liapin, O. Obolenskyi, L. Osetskyi, L. Pala, O. Piskunov, N. Poltorak, V. Rebkalo, V. Romanov, V. Savchuk, J. Sullivan, V. Tertychka, O. Fedirko, M. Chumachenko, L. Shevchuk, J. Schumpeter.

Paper objective The purpose of scientific research is the need for a theoretical justification for improving regional business development programs under global change. Consideration of regional perspective and priorities of small business operation will help to improve socio-economic indicators at all levels, which will enable Ukraine to become a full, competitive member of the European and world market.

Paper main body One of the strategic objectives set in the State Strategy for Regional Development of Ukraine till 2015 is the increase of regional competitiveness and strengthening of their resource potential. Support to small and medium businesses is among the tasks scheduled for execution of this goal.

Conclusions The first priority task in Ukraine should be state support and promotion of entrepreneurship and youth activities (in particular by establishing youth business centers, business incubators, provision of information and advice, long-term preferential loans, preferential payment for registration; industrial premises, insurance of commercial risk).

THE INTERACTION OF POLITICAL AND ADMINISTRATIVE COMPONENTS IN PUBLIC ADMINISTRATION

Problem setting The interaction of political and administrative components of governance remains one of the most difficult problems which face in the course of building a democratic system of governance and management in Ukraine. Administrative and political stability eighteen years after independence and has not achieved. The role of public servants (officials) in the political process and politicians in government are still not clearly defined. And it is not only the stabilization of public administration. In a democracy, bureaucracy should serve as a "bridge" between politicians and society on the one hand, providing power to an elected unbiased and professional expertise of its decisions, and the other - to be an instrument of rationalization of public interest. And politicians must represent the interests of the majority of society and have the opportunity to implement their programs. This is what makes the relevance of the chosen topic.

Recent research and publications analysis In Ukrainian scientific thought not much attention is devoted to the issues of theoretical and methodological interaction between political and administrative components of state governance. Thus only V. Tokovenko studies theoretical and methodological aspects of such interactions, he examines the problems of interrelationship and optimization of the interaction between the political leadership and state governance. In studies of foreign scientists S. Campbell, K. Doitch, Yu Aberbakh, R. Pntam, B. Rokman, H. Piters and others are reflected various problems of politico-administrative relations, namely the definition of the content and features of the administrative and political components, development of various models of politico-administrative relations and so on. However, in their studies the specificity of politico-administrative relations in Europe and the US is taken into account, and every state has its own peculiarities of formation and development of politico-administrative relations. So urgent is the study of theoretical and methodological foundations of political-administrative relations, reflecting the specific democratic Ukrainian state.

Paper objective The purpose of the study is to identify the main features and functions of political and administrative components of state governance and clarify contradictions in their interaction within the Ukrainian realities of democratic state-building.

The goal determines the objectives of the study:

- determine the peculiarities of the political aspect of public administration;
- explore the specifics of the organization and functioning of the administrative component of public administration;

- find out contradictions in the interaction of political and administrative governance component;
- propose solutions to these contradictions.

Paper main body Many studies of political-administrative relations begins with a tricky question: "Who has the power?". Responding to it, scientists concentrate attention on the formal and informal principles governing the behavior of politicians and officials in the government. Thus, from a formal legal position Aberbakh and Rokman claim that politicians have power. However, according to the same authors, "state employees have valuable knowledge about the mechanisms of government that political figures haven't." Therefore, in informal terms, officials also have the power. This opinion is shared by Campbell and Piters, claiming that "politicians in power naturally expect that will take important political decisions, but over time they begin to understand that officials may infringe on their power." In summary, it is difficult not to agree with Page, who believed that authorities have both officials and politicians.

Conclusions Defining the scope of policy and administration it can be seen that, despite their differences, there is a segment of mutual intersection of these two spheres – policy vector that is produced by politicians and implemented by administrators. In general, political and administrative components form a system of politico-administrative relations, the integration component of which is the policy vector or public purpose.

N. Pavliuk

LOCAL SELF-GOVERNMENT REFORM AND DECENTRALIZATION PROCESSES IN UKRAINE: SOCIOECONOMIC ASPECT

Problem setting The current need for reform of local government in Ukraine is not questioned among managers, scientists, politicians and public figures, and a wide range of the public.

Recent research and publications analysis Problems of current state and main directions of modernization of local government in Ukraine in science of public administration investigate such scholars as V. Antonenko, O. Amosov, M. Bahmet, O. Batanov, L. Bielova, M. Bilynska, V. Bodrov, V. Vakulenko, K. Vashchenko, R. Voitovych, V. Hoshovs'ka, S. Dubenko, V. Zahorskyi, S. Zahorodniuk, M. Izha, V. Yemelianov, Yu. Ivanchenko, V. Kniaziev, Yu. Kovbasiuk, I. Koziura, A. Kosenko, V. Kravchenko, A. Lipentsev, V. Mamonova, A. Mykhnenko A. Rachynskyi, V. Rebkalo, I. Rozputenko, I. Rozhkova, S. Romaniuk, O. Rudik, I. Plotnitska, S. Popov, A. Popok, N. Protasova, M. Pukhtynskyi, A. Semenchenko, S. Seriohin, Yu. Surmin, S. Teleshun, V. Tolkovanov, V. Troshchynskyi, V. Shulha.

Paper main body The inherited centralized system of power in Ukraine, which can be characterized by: concentration of power in one institution; maximum transmission of finance "up", its redistribution "down" in manual mode; complete dependence of territories from the center; unbalanced system of local government and weak communities; solving most issues through the corruption factor, is ineffective and needs urgent modernization by: decentralization of power and maximum deregulation of permits and services; transfer of most powers and resources to the level of local communities - villages, towns and cities; a clear separation of powers among the various local governments, and between the executive authorities and local governments due to the principle of subsidiarity; increasing the responsibility of local government to the voters and the state.

Conclusions Thus, under current conditions, a new formulation of management of administrative units is formed: goals, motivation, interests of various actors on issues of territorial development are agreed, the necessity of organization and self-organization development in solution of tasks of the area are actualized. Under these conditions the state retains its functions of regulations and control, but much of the authority and responsibility for decisions made at the regional and local solutions are transferred to the jurisdiction of the local government administrative units. In this case decentralized regional and local authorities often do not have the necessary administrative, financial and material resources. This necessitates new approaches to the organization of administration and local government, some of which were analyzed.

**V. Zolotariov,
V. Koniaieva**

PROVISION OF LOCAL ADMINISTRATIVE SERVICES IN UKRAINE: PROBLEMS AND PERSPECTIVES

Problem setting In recent years, the Ukrainian authorities focus their attention on the quality of administrative services. It makes it necessary to ensure the legitimacy and transparency of the authorities' activities and introduce innovative management techniques during their granting, continuing professional training of officials who deal with these issues.

Recent research and publications analysis The issue of providing public services by local authorities, especially legal provision and improvement of staffing in this area are the focus of scholars and practitioners, especially such scientists as: S. Hazarian, I. Koliushko, V. Mamonov, V. Soroko, D. Sukhinina, V. Tymoshchuk and others.

However, despite the existence of scientific papers covering theoretical, methodological and practical issues of service delivery by government in Ukraine, it remains the task of determining effective ways to provide quality administrative services to customers at the local level.

Paper objective The aim of the article is to analyze problems and prospects of providing quality administrative services in Ukraine at the local level.

Paper main body Democratic management organization at the national, regional and local levels is based on forming transparent mechanisms for full and accessible public services and the enforcement of its duties to consumers, the effectiveness of the security features of their rights.

Conclusions Fulfillment of the conditions for the quality of administrative services is an essential attribute of a democratic society. Focusing on the needs of the consumer and the quality of services, professionalism of providers, information openness, impartiality, use of information technology define the content and nature of administrative services.

ADAPTATION OF CIVIL SERVICE PERSONNEL

Problem setting Traditionally main issues of personnel management in government agencies is the question of legal support of the accession process and the civil service. Managers and specialists of personnel services in the HR focus on recruitment, assessment of activities of state officials and their professional development. Adaptation is a human resource management technology that allows to socialize civil servants, thus to form an individuality in the team, learn the norms of behavior, values, attitudes and means of effective communication.

Recent research and publications analysis The analysis of the research indicates the presence of a significant number of works of domestic and foreign scientists concerning the adaptation of staff. An important contribution to the development of theoretical and practical principles of labor staff adaptation made domestic and foreign scientists: M. Armstrong, T. Bazarov, V. Voronkova, M. Hulin, A. Yehoshyn, A. Kolot, M. Kruttsova, F. Hmil and others. The organizational aspects of public servants' adaptation considered: S. Onyshchuk, A. Parkhomenko-Kutsevil, L. Pashko, N. Rashytova, M. Rudakevych, I. Chernobyl and others. Since the development of adaptation mechanism is complex and requires special attention from scholars of public administration, among the unsolved aspects of the problem is examination of the scientific approaches to civil service staff adaptation. The aim of this study is to examine the theoretical basis of adaptation of civil servants and develop practical recommendations.

Paper main body In scientific literature on personnel management there are such definitions of "adaptation staff":

– adaptation - a process of active human adaptation to the new environment, familiarity with the activities of the organization, generating, inclusion in the communication network, introduction of corporate culture and change of own behavior in accordance with the requirements of the new environment;

– adaptation - a process of collective adaptation to changing conditions of external and internal environment of the organization. Adaptation of the employee - is an individual adaptation to the workplace and the workforce. Adaptation involves the active role of the individual, awareness of their social status and the related role behavior as a form of realization of individual potential of the individual in the process of solving common problems;

– adaptation - a mutual adaptation of humans and the environment as a subject - material and social. In its framework the detailed familiarization with the team and new responsibilities; mastering behavior; assimilation - full adaptation to the

environment and finally identification - identifying personal interests and goals with the general take place.

Conclusions and prospects for further research Adapting public servants provides inclusion of individuals into the organizational environment of public authorities. The process of adaptation depends on understanding managers and specialists of services personnel, complexity of the process, its importance and impact on the efficiency of public authority. Taking into account that the main medium of the activity of civil service is society, the development of effective adaptation mechanisms will ensure the effective execution of duties by a public official, establishing effective communications with staff and citizens.

**SOCIAL RESPONSIBILITY OF THE ENTERPRISE:
THEORETICAL AND METHODOLOGICAL PROBLEMS OF
FORMATION**

Problem setting One of the determining factors of the modern world as well as of the Ukrainian economic reality became a phenomenon of trust, which got the real status of key economic categories. The globalization of economic processes, the integration of national economies and businesses into the global economic system, the increased competition actualizes the question of trust not only between economic operators but also between other members of the complex social interactions, such as: public authorities, institutions of civil society and other stakeholders. The category of social responsibility becomes the means of establishing the effective interaction between social actors, the mechanism for formation of trusting relationships between different actors of economic, social and humanitarian processes in the present tense, which gets systemic symptoms, gradually embedding in all social processes and identifying activities of all public entities.

Recent research and publications analysis Since the introduction of concepts "social state" (L. Stein) and "social responsibility" (A. Boen) into the scientific use the problem of theoretical and historical aspects of the formation of social responsibility is addressed by foreign scientists (H. Bayer, B. Weber, B. Vener, Yu. Habermas, F. Kaukhan, T. Marshall, F. Neumann, J. Ofner, H. Ritter, A. Svaan, F. Fabrytsus, F. Fukuyama, A. Tofler, H. Hartwig, K. Hesse, E. Huber) and domestic researchers (V. Babkin, V. Bakumenko, O. Berdanova, V. Bulba, V. Hladkykh, S. Karpukhin, A. Kolodiy, V. Korzhenko, V. Malynovskyi, V. Melnychenko, N. Nyzhnyk, V. Nikitin, S. Okolita A. Orikhovskyi, A. Plakhotnyi, N. Plakhotniuk, V. Pohorilko, I. Savchenko, V. Soboliev, O. Sushynskyi, Ye. Tanchev, V. Tkachenko, L. Khyzhniak, Yu. Chernetskyi, V. Shapoval, I. Yakoviuk). But theoretical and methodological aspects of the formation of social responsibility of enterprises in business should be studied thoroughly to ensure the rapid development in Ukraine of the practice of corporate social responsibility (CSR, Corporate Social Responsibility, CSR) as one of the modern efficient tools of forming mutual trust in society and ensuring the effectiveness of the business businesses, public authorities and civil society.

Paper objective Achieving this goal led to the need to address the following objectives: to determine the nature and analyze the basic aspects of the social responsibility of different actors of social activities, including business; to analyze the interaction and areas of responsibility of authorities, businesses, trade unions, NGOs and other stakeholders in the making Ukraine a socially responsible business; to justify the need to develop and implement the national strategy for Ukraine on corporate social responsibility.

Paper main body Implementation of social responsibility policy requires that organizations take into account interests of all stakeholder groups (stakeholders), which include business organizations, public authorities, consumer organizations, trade unions, NGOs, research institutions. From among them, government and local government has a special role in the implementation of the principles and of social responsibility in Ukraine. Voluntary implementation of the principles and requirements of the standard in the activities, their equality and mutual consideration of interests of each doesn't equates their role in the coordination on the implementation of the principles and practices of social responsibility. And just state and local governments, considering their purpose, should ensure a systematic implementation of the principles of social responsibility, because which social policy will be determined in the country, and which laws and regulations in the field of social responsibility will be established and labor standards and principles of social responsibility we will have in our business" depends primarily on "the parliamentary initiatives, the activity of officials of ministries and local governments.

Conclusions On the basis of defining essential and system features and development trends and characteristics of CSR practices it is advisable to state the following basic theoretical and methodological problems of development and social responsibility of businesses in Ukraine.

L. Olifirenko

INTERRELATION OF INSTITUTIONAL AND ECONOMIC COMPONENTS OF THE GOVERNMENT REGULATION MECHANISM OF THE DEVELOPMENT OF CORPORATIONS IN UKRAINE

Problem setting Institutionalization of mechanisms of state regulation of economic development is the process of formation, development and mastering by all components of the system of governance rules, regulations, standards, values, standards of behavior required for the implementation and management of public powers, decision-making mechanisms and monitoring their compliance within the activities of state and local authorities to achieve the objectification of state regulation and formation of an effective institutional environment. The results of institutionalization of mechanisms of state regulation lay the foundations for the formation of institutional environment as a set of basic administrative, legal, economic, social, ideological norms and rules that define the limits of interaction in various spheres of society.

Paper objective The article aims to identify ways of achieving efficiency of institutionalization of mechanisms of state regulation of corporations and the state's role to provide the process with induced nature.

Recent research and publications analysis Theoretical and methodological issues of institutionalization are the subject of research of large cohort of scientists, embodied in the work of L. Antonova V. Bakumenko, V. Heiets, V. Hornyk, O. Datsia, V. Dementiev, O. Kondrashov, M. Latynin, I. Malyi, M. Radieva, A. Tkach, A. Chukhno and others. Key provisions of state regulation in the direction of developing new approaches and the analysis of institutional factors of corporate development at different times were laid by A. Alchian, I. Ansoff, A. Vil'iamson, H. Demsets, K. Arrow, J. Kornai, R. Coase, K. Menar, D. Nort, A. Oleinyk, V. Polterovych, M. Porter, J. Stigler, A. Shastitko and others.

Unsolved parts of the general problem Determining the important achievements of local scientists, it should be noted that not enough researched and developed are theoretical and methodological rationale for the institutionalization of mechanisms of state regulation of corporations, depending on the institutional efficiency of public policy.

Paper main body Considering the fact that the corporate structures as an object of state regulation is a dynamic legal socio-economic system, it is important to acquire environment institutionalization of functioning and development of a permanent nature, the introduction of progressive economic and social institutions, organizational and legal form of which would contribute to the achievement of compromise of public, state and private interests as to achievement of the objectives

of each participant of the management process. Based on these assumptions, problem solving of institutionalization of mechanisms of state regulation lies in the institutional framework of the corporate sector.

Conclusions and prospects for further research The basis for the institutionalization of mechanisms of state regulation of the corporate sector could reach a new institutional policy, aimed at implementing the strategy of building new production capacities, which is also interesting for large investors and corporations, including domestic ones.

THE ROLE OF ECONOMIC TRANSFRONTAL COLLABORATION IN INTEGRATION PROCESSES

Problem setting In modern conditions the most effective way to solve the common problems of regional development and deepen mutually beneficial contacts between the populations of neighboring countries is cross-border cooperation. The development of cross-border cooperation became a characteristic feature of integration and sub-integration processes in Europe at the turn of XX - XXI century, and today it takes quite an important place in the system of priorities of both socio-economic development and European integration of Ukraine.

Recent research and publications analysis A significant contribution to the study of the nature of cross-border cooperation and economic one in general made the following scientists: V. Budkin, O. Honta, V. Hudak, V. Dmytruk, P. Eberhard, Ya. Zhalylo, N. Kosolapov, A. Lavrenchuk, N. Levra, P. Lutsyshyn, N. Mikul, S. Romanov, I. Studiennikov, R. Fedak, S. Fedoniuk, A. Yarosh and others.

Paper objective The aim of the article is scientific justification of the role of economic cross-border cooperation in integration processes, analysis of the experience of cooperation and definition of ways of improvement and opportunities for provision of effective economic cooperation.

Paper main body The initial phase of cross-border cooperation of independent Ukraine with post-socialist states had some significant negatives. The largest among them should be considered excessive dominance of the political, not economic component in cross-border relations. International relations of Western border regions with foreign partners were often limited by contacts of bureaucratic structures of local authorities and governments, and mostly by sporadic and unsystematic political and declaratory actions. Economic cooperation developed mainly spontaneously and didn't result in creation of a strong economic base for cross-border cooperation during 1990s - early 2000s.

Conclusions and prospects for further research In the end, it is expedient to note that cross-border economic cooperation is a part of the global integration process and the specific level of an integrated system of international economic relations of global order. It is a kind and part of the system of international relations at the local and state levels, where the results of global and European integration materialize and practically emerge, and is a necessary part of the process of European integration based primarily on cooperation between border regions of neighboring countries.

L. Kornat

MANAGEMENT OF THE ETHNOCULTURAL DIVERSITY IN THE COUNTRIES OF DEVELOPED DEMOCRACIES

Problem setting Ethnocultural diversity management is complex and involves consideration of factors specific to a particular country. Therefore, every country is looking for its way of resolving ethno-political problems. Democratic states try to form a coherent policy between different groups that would allow to create conditions for intercultural interaction and intercultural dialogue among culturally disparate communities, to find ways of understanding.

Recent research and publications analysis Background management of cultural diversity is the scientific interest of scientists in many countries. Particular attention is paid to this issue by V. Kymlichka, Ch. Taylor, Ch. Kukatas, V. Yevtukh, V. Kotyhorenko, A. Kolodiy, A. Maiboroda, Yu Tyshchenko, K. Vitman and others.

Paper main body. Problems of regulation of ethnic and cultural development, making optimal models of inter-cooperation, prevention of ethnic conflicts are important for many countries. After the World War II the activities of governments of many countries were aimed at finding solutions to these and other questions related to ethno-cultural development. The USA and Canada were the first to look for ways to regulate the ethno-political situation. The reason was conflicts in the interethnic relations in the mid 60-ies. of the XX century. Because of the civil rights movement, demands on political and racial equality transformed into the concept of multiculturalism.

Conclusions and prospects for further research The experience of global states on provision of "tolerant" coexistence of ethnic groups is important for our country. However, borrowing it must proceed from an objective analysis of internal processes, ethno-political situation, taking into account peculiarities of Ukraine. There is no universal model and tools that could be fully adapted to domestic and regional political realities. The use of a model policy in ethnic sphere requires critical analysis, isolating elements and practices that can be useful for Ukraine.

The American experience of nation-building is valuable for Ukraine, since it provides an example of an effective consolidation of the nation among large ethno-cultural diversity. We need to use this experience because the issue of consolidation of the Ukrainian nation is still urgent for Ukraine.