

ABSTRACTS

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An extended abstract of a paper on the subject of:
"POSSIBILITIES OF USAGE OF INTERNATIONAL EXPERIENCE OF
STATE REGULATION IN THE SPHERE OF TOURISM IN UKRAINE"

Problem setting. Nowadays there is an extremely unfavorable situation in the tourism sector in Ukraine not only as a result of the ATO and temporary occupation of Crimea and some territories of Donetsk and Luhansk regions, but also due to the inconsistent policies of the state authorities and inefficient activities of Executive bodies. Developed countries have accumulated vast experience in the field of state regulation of the tourism industry and this experience is to be used in Ukraine.

Thus, there is a need in this country to build a system of effective state regulation of tourism that would be based, on the one hand, on modern achievements of the most developed countries, and on the other hand would suit the real needs and opportunities of our society.

Recent research and publications analysis. The basis of this study is the theoretical and methodological principles of organization, public administration, and state regulation of the tourism sphere which are developed in the works of famous scientists.

Paper objective. The main purpose of the article is to review international experience of the state regulation of the tourism development and possibilities of using certain models in Ukraine with the purpose of formation of effective mechanism of state regulation in the sphere of tourism.

Paper main body. Two approaches to the state regulation of the tourism sphere and contemporary models of its development have been analysed. Analysis has shown that success of tourism development directly depends on how this industry is treated at the state and government level, in what way it is supported or not supported by the state, what is the holistic and integrated vision of the industry in the general strategy of the country promotion.

Conclusions of the research. There are two the most appropriate models of the state regulation of tourism sphere that can be proposed to be used in Ukraine. The first one is "European" (mixed) model. Ukraine has already made a step towards Europeanization of tourism and has to remain focused on the selected direction. In this case the Department of tourism, created in the framework of the Ministry of economic development and trade of Ukraine, needs to be expanded and granted with appropriate authority to form and implement the strategy

of tourism development.

The second model (Keynesian), which is more rigid than the previous one, presupposes the creation of a separate Ministry of tourism. The regulation and management of such great tourism potential like Ukrainian should be carried out centrally, through a separate state body. Such countries as Turkey, Tunisia, Egypt, Malta, and Croatia, which lead in the provision of tourism services and hospitality, have achieved success in a short term through the powerful Ministries of tourism.

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An extended abstract of a paper on the subject of:
"THE ANALYSIS OF THE NATURE OF "PUBLIC EDUCATION POLICY"

Problem setting. The system of education was always in the centre of special attention all over the world, and this attention in different social and economic, and social and cultural conditions fulfils social commissioning for personality formation. That is why, the great attention of the state to the system of education is the result of the development of social commissioning for the formation of personality of certain type, and the state controls it by means of the public education policy.

Recent research and publications analysis. There are many definitions of the "public education policy" term in the scientific literature.

Thus, the significant contribution into and the analysis of the meaning of the notion of "public education policy" was made by many native scientists and foreign specialists, including A. Adamskyi, V. Andrushchenko, P. Brown, V. Darmanskyi, D. Dzvinchuk, V. Zhuravskyi, V. Kremen, V. Luhoyi, S. Nikolaienko, V. Ohniviuk, L. Pall, N. Protasova, J. Hallak and others.

However, despite the number of carried out researches, the more detailed analysis of the public education policy and the meaning of the notion remains topical and requires further study.

The notion of "public education policy" was analyzed. The task, the subjects and the main peculiarities of the public education policy of Ukraine were examined.

Paper objective. The objective of the paper is the determination of the meaning of the notion of "public education policy", the defining of the ways of improvement of the state policy in the field of education and the stages of formation of the public education policy. It was also necessary to prove that the education policy is an efficient instrument of influence of the state on the system of education.

Paper main body. The public education policy is defined as the most important component of the state policy, the instrument for the guarantee of the fun-

damental human rights and freedoms, for the increase of the rates of social and economic, and scientific and technical development, the humanization of society, and the growth of culture. Based on the public consent, it establishes the fundamental purposes and tasks of education development, and guarantees their implementation by way of coordinated actions of the state and the society. However, the previously mentioned notion may be considered more precisely as the aggregate of purposes and tasks, which are practically implemented by the state and the authorities in the field of education, as well as the measures taken in this process.

Conclusions of the research. The public education policy is the activity of the state and its institutions, local authorities in the area of legislative, financial, organizational support of educational branch functioning and development; the subsystem of the nationwide policy, which includes the aggregate of the determined system of purposes, tasks, principles, programs and main directions of activity of the educational authorities directed at the organization of research and methodology development of education.

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An extended abstract of a paper on the subject of:
"THE FORMATION OF INSTITUTIONAL FOUNDATIONS OF LOCAL
SELF-GOVERNMENT AUTHORITIES FUNCTIONING IN UKRAINE AS
THE ENTITIES OF CIVIL PROTECTION IMPLEMENTATION"

Problem setting. Generalization and analysis of the experience of the developed foreign countries in formation and functioning of national systems for counteraction to emergency situations of man-caused, natural and the other character show that local self-governments (LSG) in the democratic states with high level of social, economic, political, scientific, and technical development play an increasingly important role in planning and implementation of civil defense and civil protection measures.

In the light of the above, and also that institutional bases of the unified state system of civil protection of Ukraine functioning are not still created finally, the research of the questions connected with features of formation of LSG as the entities of civil protection implementation is actual both with scientific-theoretical, and from the practical point of view.

Recent research and publications analysis. In the former Soviet Union the perspective directions of development of the state systems of civil defense and the guarantee of civil protection, questions of improvement of their tasks, functions, forms and methods of work, transformation of organizational structures, etc. con-

stantly stay in sight of scientists, such as V. Akimov, V. Vladimirov, Y. Vorobyov, N. Dolgin, L. Zhukova, N. Klimenko, S. Kuznichenko, S. Mosov, O. Ostroverkh, V. Petkov, B. Porfiryev, A. Romin, M. Faleev, V. Fedorenko, G. Fedulov, A. Filipenko, R. Tsalikov, L. Shevchenko, Y. Shpakovskiy) and others.

Paper objective is to analyze the process of formation of the institutional foundations of the local self-government activities in Ukraine as guarantors of civil defense.

Paper main body. The Law of Ukraine «About Civil defense of Ukraine» from 03.02.1993 No. of the 2974-XII in which civil defense of Ukraine was defined as state system of governing bodies, forces and the means, created for the organization and guarantying the protection of the population from consequences of emergency situations of man-caused, ecological, natural and military character was the first special act adopted in independent Ukraine concerning civil defense.

The Cabinet of ministers of Ukraine the resolution № 299 from 10.05.1994 «About the adoption of Provision on Civil defense of Ukraine» which, first, allocated the heads of executive committees of Councils of People's Deputies with the status of the chief of civil defense at the appropriate administrative-territorial level was accepted, and, secondly, fixed norm that in the cities, areas in the cities (except Kiev and Sevastopol), settlements and villages the management of civil defense is carried out by executive committees of the relevant Councils of People's Deputies.

The Law of Ukraine «About the legal basis of civil protection» from 24.06.2004 No. of the 1859-IV carried local government authorities to the category of local governing bodies of civil protection.

The most important milestone on a way of formation of the Ukrainian state system of counteraction to emergency situations was acceptance 02.10.2012 the Code of civil protection of Ukraine (The Code of CP).

Part 2 of the Art. 19 of the Code of CP “Responsibilities of Council of Ministers of the Autonomous Republic Crimea, local public administrations, and local governments in the sphere of civil protection” contain 30 positions of responsibilities of LSG in the sphere of civil protection. Besides, this list is not exhaustive, as in par. 3, pt. 2, Art. 19 of the Code of CP need of providing LSG of implementation of other responsibilities for the sphere of the civil protection, provided by the present Code and other acts is fixed.

So, for example, one of the main objectives of LSG is implementation of civil protection in the respective territory.

The analysis of functions and responsibilities in the sphere of the civil protection, legislatively assigned today on LSG, shows that they act at the appropriate administrative-territorial levels as the main entities of public administration in the specified sphere.

Today Ukraine is in process of formation of effective institutional model of functioning of the state system of counteraction to emergency situations, in particular in the course of search of effective mechanisms of differentiation of func-

tions and powers, the rights and duties in the sphere of civil protection between the central and local executive authorities and LSG.

Conclusions of the research. Throughout the contemporary history of the independent Ukrainian state (1991–2016) the steady tendency to decentralization of public administration in the sphere of civil protection implementation that proves to be true successful legislative attempts of gradual, methodical delegation by the state to LSG with the increasing responsibilities in the specified sphere is observed.

In this regard, for Ukraine real scientific and practical interest represents studying and the analysis of progressive experience of formation and ensuring effective functioning of the state systems of civil defense and analogues in the developed foreign countries, including the countries of Western and Eastern Europe on what it is necessary to concentrate attention at carrying out further scientific researches in this area.

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An extended abstract of the paper on the subject of:
"WORLD EXPERIENCE OF STATE INFLUENCE ON THE ECONOMY"

Problem setting. State regulation of the economy covers all aspects of social reproduction. The state should regulate the process of economic restructuring in accordance with the main purpose of market relations – increase the material welfare of the population. State intervention in the economy is one of the most controversial issues in economic science. Today, the global economic crisis has once again exacerbated the issue and made both economists and politicians to search for new ways and methods of regulation of economy that would lead them out of crisis. Thus at the present stage of development of market relations is especially necessary to take into account the world experience of state regulation of economy the reforms of material production, financial the property market, labour market, and the like.

Recent research and publications analysis. Problems of state regulation of the economy covered in the work of both foreign and domestic scientists. A significant contribution to the study of peculiarities of state influence on economic relations made by scholars namely: A. Botchaev, Zh. Debre, K. Errou, E. Klimov, P. Krush, H. Litvintseva, D. Luk"yanenko, I. Maksymenko, I. Mykhasyuk, Dzh. E. Styhlits, A. Shastitko, E. Shmatkova, L. Yakobson, and others. However, many theoretical and practical issues of open issues remain not enough from the point of view of complexity and systematicity that gives grounds to assert the relevance of studying of foreign experience of state regulation of economy.

Paper objective. The purpose of this article is generalization of foreign ex-

perience of state intervention in the economy from the point of view of economic history, and consideration of areas of application of this experience in Ukraine.

Paper main body. Economic inefficiency is inherent not only market mechanisms and state interference in the economy; there are General features of economies of different countries, as many of them are developed in parallel and in a single global economic space but at different stages of economic history must take into account the specifics of a country at this stage of historical development of most countries, government intervention carries the main load in the maintenance of economic growth, as the economy in the state itself to regulate; the state can be considered cost-effective only when the country remains an opportunity for the effective functioning of any type of entrepreneurship within the existing economic legislation.

Conclusions of the research. From the study we can draw the following conclusions:

- with the intensification of government intrusion into the economy one way or another, ultimately, connected to all the most important socio-economic and political achievements of the current leaders of the world economy;

- modernization of the peripheral countries, their pullups to the leaders of the world economy requires the modernization of the institution of the state, the reorganization and improvement of its functions, streamlining of management structures. However, delaying reform of the state is threatened with serious losses, which, ultimately, may lead to stagnation of the economy. When it comes to transition economies, market transformation crucially depends on the state.

Despite all the differences, due to the specifics of each individual state with the evolving system, based on their socio-economic modernization based on the ideas of liberalism. Nevertheless, in reality freedom cannot be infinite, because without a clear legal framework and reasonable limitations, it does not lead to market democracy, which provides for the system of checks and balances, and to permissiveness and chaos.

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An extended abstract of the paper on the subject:
"THE ESSENCE OF ENVIRONMENTAL POLICY IN THE CONTEXT
OF STATE ADMINISTRATION"

Problem setting. The problem of the environmental protection and the guarantee of the high level of environmental safety is the factor, under the influence of which more and more countries form and implement the nationwide and

territorial policy.

Recent research and publications analysis. Theoretical and methodological problems of the state environmental policy were studied by V. Andronov, O. Veklych, I. Drahan, and others.

Paper objective. The determination of the environmental policies as an object of state influence is currently short of consistency. That is why the complex research of the national and foreign works in this direction is the objective of our article.

Paper main body. Native theorists and practitioners have different approaches to the definition of the essence and the content of the state influence directed at the solution of environmental problems of the society. Thus, according to the Strategy of Ukraine's State Environmental Policy for the Period until 2020, the task of the state environmental policy is to meet the increasing needs of the population in the natural environments in order its structure, quality, and processes and functions stability not to become worse and to meet people's needs. The Law of Ukraine "On Environmental Protection" determines that our state implements the state environmental policy directed at the maintenance of environment safe for the existence of animate and inanimate nature, the protection of life and health of the population from the negative influence of the environment, the achievement of the harmonious interaction of society and nature.

We consider that the state environmental policy is the system of the legislatively stipulated purposes and measures for all levels of authorities and in all fields of public life concerning the provision of the efficient and environmentally safe economic management, the high-performance and balanced nature management, the creation of favourable conditions for the guarantee of human health, the maintenance and the restoration of the environment and the natural-resources potential of the country.

Conclusions of the research. Thus, the basis of the state environmental policy under the conditions of the European integration purposes of Ukraine shall be the legislatively stipulated obligation to take into account the ecological effects during the adoption of administrative decisions, during the development of documents containing the policy principles of the state, branch (sector), regional, local and object development.

The healthy environment is as important for a person, as the material and spiritual needs. It is important to understand and accept the new value orientations, meaningful aims, to create the new image of a person: in contrast to a consumer – it should be a person humane towards nature. Without this global evolution of the relations in the system "Person - Ecology" (and this is the main task of all the levels of the system of state administration), all the measures of political, economic, social, and scientific and technological nature shall not be significant and shall not become the serious obstacle for the ecological catastrophe threatening humanity.

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An extended abstract of the paper on the subject of:
"FEATURES OF PERSONNEL MANAGEMENT IN ORGANIZATION
DESIGN ACTIVITIES"

Problem setting. Today has become a popular professional project management in all its constituent parts. Great importance is given to both internal and external environment. The internal environment is primarily the personnel that carries out actions on realization of the project. Personnel plays a key role in the project, the staff determines temporal and qualitative characteristics of the project. The experience of project implementation shows that, only prepared by forming a project team, to ensure planned results. The management has difficulties with planning and adequate risk assessment of the work of the project Manager and the project team.

Recent research and publications analysis. Issues of personnel management in the project organization of activity dedicated to many scientific papers, both domestic and foreign. The development of the theoretical foundations of personnel management have been elaborated in the works by many well-known Ukrainian and foreign scholars, namely: A. Aryef'yev, A. Bazhenov, S. Bushuyev, A. Kibanov, I. Mazur, V. Morozov, M. Novikova, O. Pozhar, V. Polovinko, V. Shapiro, F. Khmil' and others. Paying tribute to their scientific developments on this issue, it should be noted that investigations in the field of personnel management in organization design activities have a General scientific meaning and are more descriptive in nature. One of the reasons for this kind of research is the lack of effective, science-based approach and a method that would take into account the social nature of personnel management.

Paper objective is to find out the peculiarities of personnel management in organization design activities, the definition of object, subject and functions, as well as providing suggestions for improving this process.

Paper main body. Subjects of personnel management, which are directly involved in project activities, can be the project team leaders (direct project managers), heads of structural subdivisions, employees of which are included in project work on a temporary basis the services of personnel management. We highlight the key features of the subject of personnel management in the conditions of project-oriented work organization, they are as follows:

- The uniqueness of the result of the project. Understanding what are the characteristics of staff needed to create a unique result to achieve the goal. The need to gain experience and unique knowledge;

- Given the limited time. The subject should clearly plan the workload of staff, to be able to send and share the load of the personnel from the point of view of efficiency of use of available knowledge, abilities, skills. Must quickly "turn" the multidisciplinary working group into a single team;
- Effective use of limited resources. Role of load in the team may vary depending on the life cycle of the project. You must use your existing knowledge and skills of the staff, directing them to the correct project where the use will be as effective as possible;
- The result with the required quality. The subject must be able to determine risks in the areas of personnel, their time to adjust and to take measures to limit the impact on the project.

The object of personnel management the project organization is not so much the staff of the organization in the most generalized sense, how many personnel with specific skills, knowledge, abilities, are able to participate in the project.

Conclusions of the research. Thus, management personnel in the project organization activity is altered compared to the traditional system of personnel management is not only informative. New characteristics are becoming basic elements of the personnel management system: object, subject and composition of the backbone functions. Changing role of HR management in the conditions of project-oriented work organization. In addition, the functioning of the HR management system is undergoing change, change the role and importance of each function of personnel management. Thus, the features of the personnel management system from the point of view of structure and function allow us to conclude that personnel management is modified significantly in project forms of work organization.

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An extended abstract of the paper on the subject of:
 "THE DIRECTIONS OF STATE POLICY IN THE ELECTRICITY
 SECTOR REFORM IN UKRAINE"

Problem setting. One of strategic tasks of developing the national economy in Ukraine and strengthening the basis for the country's economic growth is accomplishment of profound quality transformations in the energy sector and putting into practice an effective energy policy with the help of the appropriate mechanisms. An urgent task of the state energy policy on the way to the said transformations is solving the problem of the Ukrainian energy markets improve-

ment and introduction of effective mechanisms for their regulation by the state in compliance with the international practices.

Recent research and publications analysis. Issues of the energy industry reform have been explored by such scientists as S. Biedin, D. Drozhzhyn, V. Kalchenko, B. Slupskyi, O. Sukhodolia, Ya. Shpak and others. At the same time, analysis of electricity sector as a state-regulation object and the lines of its reforming need further research.

Paper objective is definition of state policy directions for the electricity sector reform in Ukraine.

Paper main body. Over the years of the acting model of the wholesale energy market functioning, the basis for market relations in electric power industry has been laid, and a number of positive results have been achieved, in particular:

- a regulatory legal environment has been created and put into operation laying the foundation for further development;
- a basis for competitive relations in the field has been formed;
- the unified energy system of Ukraine has been preserved, and conditions for a balanced market of electricity production and supply have been provided;
- a transparent system of electric energy purchase and sale as well as that of pricing and payments have been introduced which allows an effective control over the wholesale market's activity.

However, there still exists a necessity to shift to a more efficient and consumer-oriented model of the energy market.

In world practice there are different directions of reforming the electricity to a more efficient and competitive industry, in particular by:

- privatization;
- restructuring of the industry;
- liberalization or deregulation.

Conclusions of the research. Taking into account the world experience ways to reform the wholesale electricity market in Ukraine are substantiated. The priority areas are defined, among them the transition to a model bilateral contracts with the balancing market, privatization of energy, improving procedures of prices and tariffs setting. As the direction of further scientific research in this area it takes on a special urgency to develop new mechanisms for investment in the electricity sector.

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An extended abstract of the paper on the subject of:
"INSURANCE, AS A MECHANISM OF DIMINISHING OF RISKS IN
THE PROCESS OF GOVERNMENT CONTROL"

Problem setting. A risk concept has a very important value in government control. It associates with understanding danger, threat, unreliability, ardour, vagueness, uncertainty, to the loss in the process of making a decision in government control. Similar practices are valuable for Ukraine, that stipulates actuality of this research.

Recent research and publications analysis. Numerous attempts to formulate theoretical determinations of essence and maintenance of concept of risk and insurance are known in literature, among them there are such authors, as M.M. Aleksandrova, V.D. Bazilevich, D.P. Bilenchuk, P.D. Bilenchuk, O.M. Zaletov, N.I. Klimenko, E.S. Grebenshikov but other.

Paper objective. The purpose of this article is an exposure of problems and prospects of development of the article of insurance, as to the mechanism of diminishing of risks in the process of government control in Ukraine. For achievement of this purpose the followings tasks were put: to conduct the analysis of determination of concept «risk»; to find out the features of intercommunication of insurance and government control; to find out principles in obedience to which the mechanism of diminishing of risks operates in the process of government control.

Paper main body. An initial step on the stage of analysis of risk is a study of situation from point of possibility and reasons of his appearance in the subject of government control – risk transmitter. Different reasons which de bene esse can be divided into external and internal influence on appearance of risks. External reasons, as a rule, hatch from the terms of environment, location of subject of government control on certain territory, to the state of preventive infrastructure. A subject does not have a considerable influence on external reasons. Internal reasons – it the state and kind proper to the property subject, character of technology of acceptance of administrative decisions or other activity, and also state of the personal funds of safety (warning of risks).

Important enough internal reason is a degree of awareness of government control a subject or by other transmitter of potential risk of final possible consequences of appearance of risk. Subjective attitude toward a risk can be dual: negative or positive.

Negative attitude toward a risk means him complete or partial ignoring. Such position of adjusting subject in an insurance theory is characterized concepts: to the aversii risk and often enough exactly it is reason last.

Conclusions of the research. Consequently, by facilities of high-quality analysis must be found out the negative consequences of risk in the sphere of administrative activity of subject of state administration. Yes, the risk of fire can find out the consequences in the field of technological process, state administration, to economical and in social. However there is it in a certain sequence.

Complex diagnostics of risks is considered enables to trace not only their development and spheres of distribution but also negative consequences of such risks, that their cross-coupling and piling up. With the purpose of the this considerable on a volume job processing it follows to attract the most various information generators and utilize the most perfect methods of qualifying analysis of risks in the system of government control.

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An extended abstract of the paper on the subject of:
"MECHANISMS OF CONFLICT MANAGEMENT IN PUBLIC RELATIONS"

Problem setting. The article is devoted to functional features of organizational conflicts. One of the important features of organizational process is a conflict interaction. This fully applies to the collective of public service, which is characterized by a complex set of conflict interactions of various directions.

Recent research and publications analysis. The issue of organizational conflict is increasingly debated in the pages of modern literature. Today the approach, according to which organizational conflict is interpreted exclusively as «pathology» of civilized social relations, seems finally overcome. However, the problem of motivating factors of conflict interaction in organizations remains not completely clear. For example, there still is a relatively widespread tendency to transfer the core of organizational conflicts to the environment.

Paper objective. The objective of the article is processing of the structure of the mechanisms of conflict management in public service institutions.

Paper main body. Conflict is diagnosed structurally and functionally, as a static state and dynamic process. And all this is directly related to motivation and resolving organizational conflicts. The nature of conflict interaction in organizational environment is determined by several significant factors. First it is necessary to allocate the nature and direction of organizational culture, defined as a kind of corporate «microclimate». The basic conflict in this environment relates to varying explication and interpretations of social interaction in the process of achieving a common goal. The main types of organizational (administrative) conflicts are: interpersonal, intergroup conflicts and complex conflicts by the criterion of «personality» - «group».

However, the institutions of public service seem to be an optimal environment for using different coordinating and regulatory mechanisms of conflict management. Conflict management in public service organizations marked by a harmonious combination of methods and approaches, as well as the features of their

security and implementation. First, according to our estimates, due attention should be paid to the socio-cultural, social communication, value orientation, legal, organizational and innovative mechanisms.

Exactly on the basis of introduction of effective mechanisms it seems possible to choose general approaches, define various forms and models, create a favorable psychological climate, use specific technologies and tools for conflict management in the organization.

Conclusions of the research. Thus, the management of organizational conflicts through the mechanisms is determined by a number of positive qualities. The article emphasizes the importance of the mechanisms in the sphere of occurrence and resolving conflicts in public service institutions. The emphasis is made on the specific mechanisms of conflict management, which should cover all manifestations and stages of conflict interaction.

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An extended abstract of the paper on the subject of:
"THE PRINCIPLES OF "EUROPEAN REGIONALISM" IN THE
ORGANIZATION OF THE PUBLIC ADMINISTRATION SYSTEM AND
EDUCATION OF UKRAINE"

Problem setting. European integration of Ukraine is the way of modernization of economy, overcoming technological backwardness, creation of new workplaces, increase of competitiveness of domestic commodity producers, attraction of foreign investments, appearance on global markets, and in particular the EU market.

The problem of the construction of the effective system of regional administration in Ukraine shall be considered in the context of its course of European integration based on the experience of the European Union as regards the implementation of the regional policy and the solution of the problems of the regional development.

Recent research and publications analysis. The ways of the development of "European regionalism" became the subject of researches made by many native and western scientists, including D. Alen, V. Bakumenko, Z. Balabaieva, V. Vakulenko, H. Voles, V. Vorotin, I. Hrytsiak, M. Dolishnii, V. Keretsman, T. Larsson, M. Lendiel, S. Romaniuk, V. Chuzhykov, L.G. Sharp, and others.

Paper objective. The objective of the paper is the substantiation of the appropriateness of the development of "European regionalism" in the organization of the system of state administration of Ukraine, using the comparative analysis of the

peculiarities of regional processes taking place in European countries and in Ukraine; the determination of such principles of “European regionalism”, which are acceptable for their adaptation in the system of regional administration in Ukraine.

Paper main body. The problem of the construction of the effective system of the state administration of Ukraine at the regional level shall be considered in the context of its course of European integration, based on the experience of the European Union as regards the implementation of the regional policy and the solution of the problems of the regional development. The study of the experience of the development of European regionalism and the formation of the intermediate (regional) level of administration in European countries is topical and useful for Ukraine experiencing the stage of the formation of the fundamentally new pattern of relations between the centre and the regions.

The introduction of the basic principles of European regional administration (decentralization and subsidiarity), taking the territorial sizes of Ukrainian regions into account, requires the clear definition of the instruments of their implementation based on the following principles: the conformity of the administrative entity with the object; the optimal correlation of functions of administration and control; the maintenance of specificity and target orientation of the state administration influence.

Conclusions of the research. The introduction of the principles of “European regionalism” into the existing system of regional administration of Ukraine requires the clear and substantiated determination of things in the current system of regional administration, which need optimization, and what attention should be paid to the development of the administrative institutions construction strategy for it to be adapted in the national context with the support at the highest level of administration.

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An extended abstract of the paper on the subject of:
"MANAGEMENT DECISION MAKING IN THE SYSTEM OF PUBLIC SERVICES IN THE SPHERE OF CIVIL PROTECTION"

Problem setting. In the management decisions formation information processes are playing determinant role. Timely receiving, processing and transmission of reliable and sufficiently complete information gives an opportunity for well-reasoned management decision making, internal and external system connec-

tions improving and, consequently, in most cases acceptable effectiveness of management decisions ensuring. The e-services introduction in the sphere of civil protection will permit largely to improve the quality of public services and to reduce costs for both applicants and performers of this services. Meanwhile, a significant cost reduction is possible only in the way of creation of qualitatively new decision-support system of public services in the sphere of civil protection.

Recent research and publication analysis. Special attention to research of management decision making in the system of public services is paid not only by native experts, but also by foreign researchers, such as V.D. Bakumenko, A.O. Degtyar, N. Meninh, G.M. Ustinova, A.N. Yurtayev and the others.

Paper objective. To identify the benefits of decision-support system implementation in terms of information distributed arrays of public services in the sphere of civil protection.

Paper main body. The important line of the system of public services in the sphere of civil protection reformation is management decision-support system improvement. Research has proved that the most advisable is management decision-support system application in terms of information distributed arrays (that is inherent to civil protection authorities activity). Decision-support system, that functions in terms of information distributed arrays, contains no information provided to decision maker. This information gathering, its actualization and storage is vested to external organizations that create and operate their own information systems, and pass the necessary information to the system only in the case of information gathering for the particular decision. The reason for provision of this information is request and order of information communication, that is approved by members of information exchange.

The information support of the system that functions in terms of information distributed arrays are algorithms for performing the requests (appeals) to independent sources (organizations or information systems) for specific information while providing concrete decision-making process. Allowed information has composition and format which are approved by members of information exchange. These features of management decision-support system that functions in terms of information distributed arrays specify planning necessity of development process taking into account the following main factors:

- the informational needs of system users, which include the priority one or another decision-making processes and information composition requirements for decision-making;

- availability of certain information that is necessary for decision-making in electronic form;

- the costs for automation of the processes of specific information receipt from different organizations and information systems in which this information is stored, updated and processed;

- limited resources for creation of the information system that functions in terms of information distributed arrays.

Conclusions of the research. Thus developed approach and complex of models allow to optimize configuration of decision-support system of public services provided by civil protection authorities at the expense of building qualitative information support for this process.

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An extended abstract of the paper on the subject of:
"FEATURES OF THE FORMATION AND IMPLEMENTATION OF PUBLIC INVESTMENT POLICY IN DIFFERENT COUNTRIES"

Problem setting. At the present stage of development of Ukraine's economy the most important direction of state investment policy is to achieve a favorable investment climate in the country and further incentives for foreign direct investment in the economy.

Analysis of state investment policy conducted in emerging economies, indicates that it is generally not limited to the creation of the general conditions of investment activities and involves the active role of the state to establish a system of long-term financing of the economy.

Many countries, including the EU countries, although foreign countries to impose stringent requirements on minimizing government intervention in the economy, most are active protectionist state policy. This is because the decision of a number of investment targets set by the state, will inevitably require such intervention.

State financing of the economy abroad by using various, including program-targeted methods and distributed to various sectors, which use different types of specialized state financial institutions.

Recent research and publications analysis. Consideration of public investment policy devoted scholars such as L.V.Gotsulyak, John. Koppert, Y.D. Prytyka, V. Gort, V.M. Heyets, O.A.Kolodizyev, J.A.Soltys, G.V. Markov, F.P Tkachykand others.

Paper objective. The purpose of this article is to study the experience of public investment policies of countries with different economic development.

Paper main body. Exodus Ukrainian economy from the investment crisis is now largely in the country hampered by the lack of necessary volumes of internal resources for savings.

In order to change the situation and improve the welfare of our country need to study the mechanisms of implementation of the state investment policy developed economies.

The process of developing a national investment policy is increasingly fo-

cused on new development strategies. Most states seek to attract and encourage foreign investment to strengthen productive capacity and sustainable development. However, many countries now strengthen the rules regulating foreign investment.

Measures of state policy on foreign investment must meet the scale and directions of market transformation. It is necessary to consider a set of internal and external, subjective and objective factors is possible only if an effective system of state regulation and appropriate scientific methods and fundamental support.

The most interesting in terms of investment regulation seems to experience around the world. These countries, economic development strategies which could now serve as a good example for the Ukrainian state.

Conclusions of the research. Thus, in these foreign countries, as well as Ukraine, the ongoing investment policy and its regulatory support exercise a strong influence integration processes taking place lately in the world. This is a similar sign in the regulation of investment activity in Ukraine and in foreign countries. However, there are some differences that Ukraine should be taken into account for the formation of effective investment model state. For example, in the United States, Ukraine could borrow strict control system investment; Japan - legibility to potential investors; France – a policy invested in risk reduction funds of funds; UK - effective preferential policies; Germany - a system of "prior notification of power and so on. This would allow Ukrainian state most successfully integrate into the global economy and take its place among export-import turnover in the world. A single political and economic course in the field of foreign investment, which is used in all the above aforementioned developed foreign countries, and at all has become such a "template" for Ukraine to establish an effective system of investment legislation, and hence in the national regulatory provision should be made timely adjustments to existing forms and mechanisms of regulation, adequate modern developed market economy.

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An extended abstract of the paper on the subject of:
"IMPACT FEA INDICATORS ON THE DEVELOPMENT OF
TRANSPORT-LOGISTIC SYSTEM OF UKRAINE IN THE CONDITIONS OF
EUROINTEGRATION"

Problem setting. Ukraine's joining the World Trade Organization and signing the Association Agreement with the European Union cause the necessity

of modernization of the whole transport branch of the country for its further integration to the international systems, as well as the necessity of study of its (branch's) state administration aspects.

Recent research and publications analysis. The problems of formation of the transport and logistics systems were analyzed by D. Bowersox, D. Kloss, D. Lambert, Ye. Krykavskiy, M. Malskiy, V. Shchelkunova and others. However, the more intensive European integration of Ukraine raises the new problems of the development of the transport and logistics relations and requires the further scientific researches.

Paper objective is to determine the influence of external economic indices on the development and the effective use of the transport and logistics system of Ukraine, and to define the main factors favouring its integration to the European transport and logistics system.

Paper main body. Expanding the geography and the structure of international trade requires a corresponding development of transport and logistical support. Especially this problem is actual for Ukraine, which is geographically located at the crossroads of international transport corridors. The main problems and proposals to improve transport and logistics system in Ukraine in terms of European integration highlighted in this article.

According to the study, the structure and dynamics of indicators of foreign economic activity suggested a multi-transport-logistical structure interaction of the transport process. Such interaction according to the authors is able to meet the needs of businesses in transportation. This will increase the efficiency of transport and logistics system, allow it quickly, and smoothly integrate with the corresponding European systems.

In general, based on the study found that, the best direction of the transport industry of Ukraine is the formation of multi-disciplinary and multi-function integrated transport and logistics system.

Conclusions of the research. According to the results of the study of indices of the structure and the dynamics of the foreign-economic activity, the multi-level transport and logistics structure of the transport process participants' cooperation was proposed. The proposed approach to the development of the transport and logistics system of Ukraine shall provide the following:

- the integration of the transport system of Ukraine to the international transport and logistics system;
- satisfaction of needs of the transport and logistics services' consumers at the expense of harmonization of their interests with the interests of all of the transport and distribution process participants;
- assistance in the implementation of the effective transport policy based on the efficient distribution of investment funds of the state and the private sector;
- creation of a flexible transport policy in different kinds of transport.

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An extended abstract of a paper on the subject of:
"APPLICATION OF ECONOMIC MECHANISM
OF STATE REFORMING OF SECONDARY EDUCATION"

Problem setting. Education is the most important factor determining the success of both the enterprise and the level of development of the country. As a result of the information revolution changing demands of society in the education system. Therefore, an adequate response to these requirements, adapting the education system to work in a postindustrial society. Entering the post-industrial society involves the creation of dynamically developing postindustrial comprehensive secondary education system, that will use modern methods and will pursue the goal of the future.

Recent research and publications analysis. Despite the fact that the problem of the study of organizational and economic mechanism of education in today's Ukraine is relevant, in the scientific literature of public administration represented a small number of works devoted to this problem. Most examines some aspects of the economic mechanism in higher education, and organizational and economic mechanism in general secondary education study usually only indirectly, within educational research.

Paper objective to analyze Application of economic mechanism of state reforming of secondary education in the process of reforming the industry.

Paper main body. The study of socio-economic nature of general secondary education acquires special relevance today, when not terminate discussions on reform (or upgrading) education system. They conducted among managers (not just the education system) and in academic circles.

The main differences concern the following areas of reform of the financial and economic mechanism of education as the introduction of the unified state exam, state individual financial obligations, change the status of educational institutions, the transition to normative financing and competitive procedure for placing the state order for training. The basic rationale of these problems lies in the plane of market relations. Speaking about the modernization of the financial and economic, organizational and economic mechanism, reformers actually offer to change the socio-economic mechanism of functioning of the education system.

Conclusions of the research. Thus, the analysis shows that the state must pay the full educational services, financing educational institutions. Given the increasing importance of global trends of budget financing of educational institutions should be developed primarily state education market. Necessary to consider that government funding was and remains the most important source of financing of the general secondary education.

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An extended abstract of the paper on the subject of:
"THE ORGANIZATIONAL MECHANISM OF STATE MANAGEMENT OF EDUCATIONAL PROCESSES IN HIGHER EDUCATION INSTITUTES OF UKRAINE"

Problem setting. The peculiarities of modern public administration and its evolution are associated with changes in the political and socioeconomic systems.

Recent research and publications analysis. There is no generally accepted concept of public administration within the world and domestic literature, which is associated with different approaches to the solution of the organizational mechanism of state administration issue, namely its application in the educational processes. This topical issue has been the subject of researches of domestic and foreign scientists, such as Campo V.M., Marchuk V.M., Pawlowski R.S., Selivanov A.A., Sirenko V.F., Lukyanchikova N.P., Salishcheva N.G., Bitinas B.P., Bondarevskaya E.V.

Paper objective. The purpose of this article is to reveal the problematic aspects and to perform the detailed analysis of the organizational mechanism of state administration focused on the educational processes in higher educational institutions of Ukraine in order to establish the ways of their improvement at the state level.

Paper main body. At the present stage of formation of Ukraine the urgent issue is the state management and the educational process in higher educational institutions. The organizational mechanism for educational process in higher educational establishments of Ukraine is one of the important goals of public administration. The educational process is a purposeful process of interaction between teachers and pupils, the main point of which is a creation of conditions for self-realization of parties of this process. The goal of the educational process is the orientation of students for self-education, self-development, and self-realization.

Conclusions of the research. According to the studies, the educational work is carried out depending on the orientation of the University. Having analyzed the basic directions of educational work activity in different higher educational establishments of Ukraine in order to identify the differences in the organization of educational activities, having monitored their effectiveness and having assessed the creativity of activities within these directions we can state the following: at the proper time, the country had turned away from a particular ideology, and had lost almost a whole generation of young people who did not know where to apply their strength and abilities. Therefore, returning to the best historical traditions, the higher educational institution, in the process of education, puts first in students a sense of obligation, responsibility, patriotism, diligence, citizenship, respect for freedom and human right, love for the environment, family and homeland.

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An extended abstract of the paper on the subject of:
"ECONOMIC MECHANISMS OF INNOVATIVE DEVELOPMENT OF
HIGHER EDUCATIONAL INSTITUTION"

Problem setting. To create real economic conditions for the development of higher educational institutions it is required to transform the current system of financing on the leftovers in the investment regime. Investment attractiveness of higher educational institutions is inextricably linked with the strategy of their innovative development. The strategy of innovative development of the universities under circumstances of limited financial resources can be achieved only through the mobilization of these resources and targeting their focus on supporting and stimulating of the "innovativeness" of teachers and administrative staff; implementation of innovative activity per se; the development of innovative potential of the higher educational institutions.

Recent research and publications analysis. The basis of our study is the theoretical and methodological principles of organization, public administration, forecasting and economics of education which are developed in the works of famous scientists.

Paper objective is the analysis of the economic mechanisms of innovative development of higher educational institutions.

Paper main body. From the perspective of the paradigm of innovation development research, the combined efforts of the different participators, involved in the implementation of innovations and innovative potential of the institution, form the internal aspect of innovative capacity of educational institution. The external aspect is determined by the nature of the legal, social and financial support of innovative processes and innovation potential of the whole system of higher education.

To solve the problems of this study that are related to the substantiation of the principles of financial support of innovative development of institutions of higher education, it is necessary to describe not only the characteristics of innovative activity but also the main types of educational innovations which provide such mode of development.

Conclusions of the research. Thus, the distribution of funds according to the directions of innovative activity is characterized as follows: higher educational institutions which have a significant share of own funds in the total appropriation prefer to direct them into the implementation of technical developments and then on the scientific support of the development of education and the implementation of new learning technologies. In our view, this trend does not meet the active strategy of innovative development for which it is preferable to proportionally allocate in all three directions because the main source of own funds for innovations, as a rule, is paid training which requires modern scientific and methodological support and technology of educational activities.

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An extended abstract of a paper on the subject of:
"GENESIS AND STRUCTURE OF THE LEGAL AND REGULATORY
FRAMEWORK OF THE STATE DEFENSE ORDER IN UKRAINE"

Problem setting. As of today, the armed aggression is committed on the territory of Ukraine, and its territorial integrity is violated. The security environment around Ukraine also remains difficult and dynamic.

The military potential of Ukraine as the aggregate of its economic, scientific and technical, moral and political, and military resources determines the level and the scope of threats to the national security of the state.

The military-economic and military-technical support of the military security of the state depends directly on the military-industrial complex (hereinafter – the MIC) of the state. Despite the considerable efforts, the condition of the defense sector of Ukraine remains a far cry from being perfect.

Recent research and publications analysis. The development of the theoretical foundations of legal regulation of the state defense order (the SDO) have been elaborated in the works by many well-known Ukrainian and foreign scholars, namely: Yarovoy V.G., Baranovsky I.V., Semenyshyn A.V., Shatalov O.G., Kaliayeva A.A., Horbulina V.P. and others.

Paper objective is to comprehensive investigate of theoretical, legislative and practical regulatory framework SDO.

Paper main body. Ukraine takes the complex of measures, which provide its Armed Forces and other military units with the material supplies necessary for the solution of the set tasks. The SDO is the basis of this complex of measures.

The research of the current condition of the SDO pursues the objective of the increase of its effectiveness, which is important for the science of the state administration.

The existing mechanism of administration and the regulatory framework of the SDO were not formed at once. They arose gradually. In this regard, it is possible to allocate several periods of the development:

- pre-revolutionary period (1654 – 1917);
- post-revolutionary period (1918 – 1921);
- Soviet period (1922 – 1990);
- transition period (1991 – 1999);
- modern period (2000 – to present).

The main regulatory instrument in the area of production, purchase and supply of arms and military equipment is the Law of Ukraine “On State Defense Order”. The legal and economic principles of the SDO formation, the peculiarities of creation, storage, replenishment and renewal of the mobilization reserve, as well as the implementation of actions concerning the mobilization training are

stipulated by the Laws of Ukraine “On organization of defense planning”, “On Mobilization Training and Mobilization”, “On State Material Reserve”, and other regulatory instruments.

According to the Law of Ukraine “On State Defense Order”, the Cabinet of Ministers of Ukraine issued the Order “On the matter of the state defense order” No. 464 on April 27, 2011.

This Order determines the mechanism of planning of the state defense order, the formation of its main indices, the distribution and the adjustment of the scope of products delivery, the execution of works, the provision of services according to the defense order, and the control of the fulfillment of the defense order.

According to the Law of Ukraine “On State Defense Order”, the state customers are entitled to establish in enterprises, institutions and organizations determined by the executors their representative offices, or to get other state customers involved in this work on a contractual basis. The activity of the indicated representative offices shall be carried out according to the provisions approved by the Cabinet of Ministers of Ukraine.

In order to implement the indicated requirement, the Cabinet of Ministers of Ukraine adopted the order “On the approval of the Provisions on the representation of state customers of defense order in enterprises, institutions and organizations” No. 1107 on October 21, 2009.

Very important was the adoption by the Verkhovna Rada of Ukraine of the Law of Ukraine “On Peculiarities of the Management of State Property Objects in the Military-Industrial Complex” No. 3531-VI on June 16, 2011, which determines the peculiarities and the fundamental legal principles of the management of state property objects in the MIC.

The Laws of Ukraine “On State Support of Space Activities”, “On State Support of Enterprises, Scientific Research Establishments and Organizations Developing and Producing Ammunition, its Elements and Special Chemical Products”, and others are also significant for the SDO.

Another one important regulatory instrument determining the main ways to achieve the goals of the military policy of Ukraine, including in the field of the SDO, is the Decree of the President of Ukraine No. 555/2015 dated September 24, 2015 “On the Solution of the National Security and Defense Council of Ukraine dated September 2, 2015 “On the new version of the Military Doctrine of Ukraine”.

Conclusions of the research. Ukraine currently undergoes the process of the reformation of the mechanism of state administration of the defense order. One of the main factors impeding the processes of the SDO formation and the processes of the MIC reformation and development in general is the absence of legislative and legal mechanisms for the standardization of the activity of the entities of the production of ammunition and military equipment, and for the provision of favorable conditions to attract investments in the MIC of Ukraine. The defense production legislation is extremely intricate and uncoordinated.

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An extended abstract of a paper on the subject of:
"INFORMATION SUPPORT OF PUBLIC AUTHORITIES AS A FACTOR
OF NATIONAL SECURITY OF THE STATE IN THE CONTEXT OF
GLOBALIZATION"

Problem setting. The recent events in Ukraine and the world indicate that the problems of information security of the state are extremely relevant in our time, but despite the large number of the documents, managers lack the information for making effective decisions. The solution of this problem is possible with the introduction of modern systems of information security in public administration, which will improve the competence and effectiveness of managerial decisions.

Recent research and publications analysis. The theoretical basis of the information society research make the works of such classics as D. Bell, E. Toffler, M. Castells, M. McLuhan and others.

Paper objective. However, despite the considerable scientific interest of professionals to the problems of information support of the public authorities, a number of theoretical, methodological and practical issues remain unsolved. The mechanism of information support of public authorities in Ukraine and its impact on information security of the state demand further study.

Paper main body. It is stressed in the article that the role of information in the sphere of public authorities of the society is constantly growing. The development of communication tools has led to the transformation of information resources in some specific kind of the state policy instrument. In the state-administrative activity a rapid growth in the volume of managerial information has been admitted. In modern conditions the public authorities not only need to effectively use information, but also ensure the real protection of information resources of the state from the risks of the modern globalization processes.

Among the main problems of information support of the national security of the state are the following: 1) dissemination of ideas that provoke conflicts of national, religious and social character, mass riots and incitement the ideas of separatism among the Ukrainian population; 2) performing the special information operations and external acts of aggression to the detriment of the interests of Ukraine; 3) computer crimes; 4) information terrorism, etc.

Conclusions of the research. The data provided suggests that the main task which is currently facing the state is the creation of a national innovation system based on a developed infrastructure, a civilized technology market and the legal protection of results of intellectual work. With the reliance on the effective public policy, Ukraine has real opportunities to carry out technological breakthrough. To improve the efficiency of public management it is important to develop the mechanism of information provision.

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An extended abstract of a paper on the subject of:
"GROUP-GRID ANALYSIS AS AN INSTRUMENT OF DELIBERATIVE
PUBLIC POLICY ANALYSIS"

Problem setting. Within a culturalist approach, one may distinguish between the attitudinal and the inclusive approach. The attitudinal approaches, like the civic culture and (post) materialist culture traditions in political science, use a restrictive definition of culture as mental products of individuals, i.e., meanings, values, norms, and symbols. The inclusive approach defines culture more comprehensively. First, in social-constructivist fashion culture is seen as ways of world making, or ways of creating conceptual order and intelligibility through labels, categories, and other principles of vision and division. Second, culture is studied as part and parcel of a way of life; individuals are seen in the context of prior social solidarities and institutions.

Recent research and publications analysis. The research on issues of deliberative public policy analysis is suggested in the works of scholars such as Y. Dror, Y. Dunn, P. Sabatier.

Paper objective. The article defines the features of group-grid analysis in the context of deliberative public policy analysis.

Paper main body. Within the inclusive approach, there is a further split between the romantic vision of culture, and modernist ones, like in Marxist and technological thinking. In the former version, the study of culture is a life-long undertaking; only "going native" provides the feel for detail and fine-grained distinction necessary for truly grasping the essence of another (sub) culture; and the set of cultures is infinite in complexity and variety. In policy analysis, this would lead to advocacy for one particular culture, or becoming a specialist, like country specialists in the analysis of international politics. In Marxist and modern technological visions, culture is a dependent variable of underlying economic and technological realities. For policy analysis, quick analysis and practical understanding of culture is possible, but at the cost of seeing it as false consciousness in need of a reality correction. Group-grid cultural theory avoids both extremes.

Cultural theorists claim that the social world ticks the way it does due to selective affinity and mutual dependency between social relations, cultural biases, and behavioral strategies. Therefore, group-grid cultural theory belongs in the inclusive camp. The group and grid dimensions of human transaction are constructed as the ultimate causal drivers in ordering social relations. These give rise to cultural biases as justifications for particular social orders. As justifications and sets of available orientations to action, the cultural biases influence behavior by making it patterned. The properties of social relations in group-grid cultural theory are about relational patterns, or stable types of transactions between people.

The theory distinguishes between internal structures called “grid” and external structures called “group”. Combining the group and grid dimensions gives us a social map with four types of relationships.

In the context of policy analysis, group-grid analysis:

- helps policy analysts in quick scans of basic value orientations and institutional as well as instrumental implications inherent in different strands of policy discourse and in elite policy belief systems;
- allows policy analysts to quickly spot overlooked options and create culturally hybrid, but productive policy alternatives in policy brokerage and policy design tasks;
- systematically helps policy analysts predict a policy’s side effects and design policy-oriented learning processes;
- is an excellent heuristic in problem-structuring and frame-reflective policy analysis.

According to the problem typology, with the help of group-grid analysis, it’s possible to say a lot about how policy makers or analysts belonging to one of the four ways of life would cope with different problem types. We can predict the primary orientation of an adherent of a particular solidarity to frame a problematic situation as a particular type of problem. So four types are: hierarchist policy maker or analyst who is an expert in framing and then solving structured problems; isolate policy maker or analyst who sees unstructured problems everywhere, and identifies solving them with personal and organizational survival; enclavist who see value conflicts as the root cause of every problem and his overcoming as precondition to any solution; individualist, who want to move away from problems, if only a few inches.

Conclusions of the research. Group-grid analysis as an instrument of deliberative public policy analysis helps to successfully solve complicated issues, such as defining and structuring problems of public policy. The use of this instrument allows predicting which decisions can be made by one or other actors according to their cultural favors. It allows proposing alternatives about making and implementing public policy that will a chance to be accepted during deliberation in the context of contemporary network society.

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An extended abstract of a paper on the subject of:
"FEATURES OF IMPLEMENTATION OF YOUTH POLICY IN UKRAINE
AND ABROAD: ADMINISTRATIVE ASPECT"

Problem setting. Youth policy covers all areas of young people's life, includes the issues related to the formation and education of youth, includes the processes of socialization, a set of ideas about the place and role of youth in the society, its implementation.

Recent research and publications analysis. The youth policy development and formation is based on the studies of M. Perepylytsya, M. Golovenko, M. Golovaty, Ye. Borodin, etc. However, it is necessary to determine the main directions of youth policy formation in Ukraine on the basis of the analysis of the specifics of the youth policy implementation in the European Union and the United States that is the purpose of our study.

Paper main body. It is defined that youth policy includes many elements and has a complex structure. For its implementation it is required to organise the special bodies or other structures and financing. Youth policy should be designed for all youth and include its active participation in public life. At the same time it has its own peculiarities: the organizing role of youth organizations, their governing bodies in the implementation of youth policy, managerial and executive structure for its implementation, financial system and the role of its divisions in the process of funds distribution and control over this process.

Among the problems connected with the youth policy formation and realization in Ukraine, the following are identified: youth policy in the field of education; search for the reserves to enhance its quality; the life situation of young people, creation of necessary conditions to strengthen the legal and material guarantees of the rights and freedoms of young citizens; the activities of youth organizations for comprehensive social formation and development of youth; analysis of the mechanisms of political socialization of young people and their civil identity formation etc.

Conclusions of the research. Therefore, the successful solution of the youth's problems is only possible by the joint efforts of the state administrative structures that are responsible for the development and implementation of the state youth policy, scientists and, of course, the youth.

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An extended abstract of the paper on the subject:
"THEORETICAL AND METHODOLOGICAL PRINCIPLES OF STATE
REGULATION OF REGIONAL DEVELOPMENT"

Problem setting. Since independence, Ukraine has passed a difficult way of administrative planning to a market economy, but inconsistent and

contradictory actions and systematic approach in the formulation and implementation of mechanisms of state regulation led to negative social and economic changes in the country, led to significant disparities in regional development. To overcome the negative trends in the regions of Ukraine should determine the basic theoretical and methodological principles of state regulation and areas of improvement in terms of the required rate of development of the region and improve people's lives.

Recent research and publications analysis. Theoretical and methodological principles of state regulation of the region dedicated work of many scholars, among them: V. Vorotin, J. Zhalilo, E. Kiseleva, M. Kovalenko, N. Krugla, I. Mala, V. Mamonova, T. Mironova and other. But still not enough research is need in-depth research into the areas of improvement of theoretical and methodological approaches to the state regulation of development.

Paper objective. The article aims to determine the theoretical and methodological principles of state regulation of the region and areas of improvement.

Paper main body. In our view, the development of the region - a multidimensional and multifaceted process that should be considered not only from the point of view of different social and economic goals. Equally important goals of state regulation of the region should be to improve education, equality of opportunity, expansion of personal freedom, improving the environment, enriching cultural life.

Objectivity and reliability of the scientific study of the region in modern conditions can be achieved only if the "integration" of the methodology of social sciences, economics and society as a whole is increasingly becoming the only organic integrity, where not only economic and social but also political, cultural, anthropological, ecological components are mutually correlated closely intertwined with each other.

State regulation of regional development is a system characterized by a number of aspects, including:

- methodological, representing the state regulation of regional development as a set of principles, forms, methods and tools used in the regional administration;
- organizing, providing unity consideration technical and economic, social and environmental development of relations in the region through the functions of management;
- socioeconomic, providing regional analysis system based on existing ownership and prospective economic potential of the territory.

Therefore, research on issues of state regulation features the essence of the region want to use an interdisciplinary methodological approach. Thus, government regulation of the region should be considered as state influence aimed at creating a political, economic, social, environmentally friendly, cultural, educational, religious conditions for the transition region from the current state to

a better functioning compared with the previous provision and improvement of living standards.

Conclusions of the research. Thus, the sustainable development of the region requires the formation and operation of the mechanism of state regulation, which is an important tool of strategic planning at the regional and local levels. Through state regional policy, the government must clearly and reasonably formulate development goals, allocate them to the industry and regional level, to put the task the subjects subordinated territories investing public programs and projects to ensure control over the implementation of legislation. The stabilization and development of the national economy largely depends on ensuring positive dynamics of development of regions. Meeting this challenge requires the effective functioning of all structural elements of the state regulation of the region.

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An extended abstract of the paper on the subject of:
"EMPLOYMENT: ESSENCE, FORMS, MECHANISMS OF STATE REGULATIONS"

Problem setting. Every citizen has the right to work, what includes the possibility to earn his living by work he freely chooses or freely agrees to. But without an active government intervention the negative consequences could lead to a further increase in unemployment, worsening of the structure of jobs according to pay and working conditions, decrease in professional qualification of domestic workers. All the above determines the relevance of the research.

Recent research and publications analysis. The issue of increase in employment has become a cornerstone of the researches on public administration, economy, law, sociology etc. Despite this, the level of actual unemployment and hidden employment is still too high in Ukraine. That is the reason for keeping essential interest to this problem amongst scientific community as illustrated by numerous publications in professional journals on different fields. Giving credit to the domestic scholars' efforts, due attention should be paid to scarcity of complex research in the field, and therefore to the necessity of developing scientific surveys of the domain.

The paper objective is to develop the suggestions for improving state regulation of employment. To achieve the goal it is necessary to solve the following tasks:

- 1) to clarify the essence of the concept "employment";
- 2) to advance the classification of the forms of employment;

- 3) to characterize active and passive employment policy;
- 4) to specify the list of specific tools of state regulation of employment (within traditional mechanisms).

Paper main body. Provided generalizations of publications on the topic made it possible to identify the essential features of the concept “employment”. Probably as it is difficult for the state to provide the relevant social and economic guarantees, society tries to “compensate” them due to recognition of “acceptable” of most (including, to some extent, illegal) kinds of employment as they allow at least to improve the lives of some population segments and promote economic development of the state.

Most people are unable to exercise the right to work properly what actualizes the issue of state intervention in terms of forming labor force. The scientists differentiate active and passive types of state regulation of the labor market. For the most part, the components of active and passive employment policies reflect the tasks (directions) of state regulatory influence on the labor market. To perform the actual tasks the relevant mechanisms of state regulation of employment have been used. It provides for compliance with the basic principles and management functions as well as the usage of the available tools and means of regulatory influence of the state to increase labor income as a prerequisite for improving social and economic situation in the country.

Conclusions of the research. On the basis of the research results on essential features of the used conceptual apparatus, the concept “employment” got the further development which can be defined as a form of exercise the rights and possibilities for individuals to perform certain activities which provides creation of goods and formation of relevant personal and social effects in economic, social and ecological areas.

The given generalizations of publications on the topic allowed to advance the classification of forms of employment: according to content (labor, nonlabor, mixed); by sector of activity (contractual employment, self-employment, self-sufficiency); by status (official, unofficial); by the extend of illegality (legal, semi-legal, illegal, criminal); by the time frame (permanent, temporary, seasonal); by freedom of choice (voluntary, forced); by the parameters (full-time, part-time); by the number of positions (primary, secondary); by ways of regulation (regulated, unregulated); by membership (collective, individual, home-based).

Given the realities of the domestic labor market development the active employment market requires the gain (as a priority).

The list of specific tools of state regulation of employment has been concretized (within traditional – administrative, economic, organizational, law, social-psychological – mechanisms). The comprehensive and suspended usage of them will relief the tension on the domestic labor market as well as increase the use efficiency of manpower and level of labor income.

Further scientific research on the issue will promote the advancement of the social and economic situation in the country.

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An extended abstract of a paper on the subject of:
"PUBLIC ADMINISTRATION AND UNIVERSITY'S AUTONOMY IN
THE SYSTEM OF DEVELOPMENT OF HIGHER EDUCATIONAL
INSTITUTION'S LABOR POTENTIAL"

Problem setting. The Sustainable Development Strategy "Ukraine - 2020", among the most significant trends in realisation of the goals of the program's document, provides an education reform, the content of which was specified at a recent meeting of the National Council Reforms. During this communicative event, the Minister of Education and Science of Ukraine, S.M. Kvit, reported to the assembly about the purpose and stages of reforms, and highlighted issues that require urgent solutions. According to the official, the unreadiness of the vast majority of higher education institutions to realize the potential autonomy for their own development, can be considered at the level of the main challenges in the implementation of the law "On education" and as a determinant impact on the competitiveness of Ukrainian universities.

Recent research and publications analysis. The issue of autonomy of higher educational institutions farther increasingly becoming the subject of scientific debate on areas and mechanisms of national higher education. Within science of "Public administration", the issues of education's development and operations of its basic institutions reflected in the works of L. Haiivs'ka, D. Dzvinchuk, S. Dombrovs'ka, V. Zhuravs'kyj, V. Luhovyj, T. Lukina, S. Majboroda, R. Naumenko, V. Oharenko, L. Paraschenko, A. Romin, V. Sadkovyj, I. Sikors'ka, A. Tamm.

Paper objective. To find out the opportunity for coordination of directions of public administration system of higher education system with the phenomenon of university autonomy in the context of their place and role in the formation and development of labor potential of higher education.

Paper main body. According to the Law of Ukraine "On education", under the autonomy of higher educational institutions it is understood as self-determination, independence and responsibility of higher education institutions in decisions regarding the development of academic freedom, organization of educational process, research, internal governance, economic and other activities of self-selection and placement within the limits established by this law. Obviously, the development of labor potential of universities can be considered the norm in the plane of independence in the selection and placement, as well as autonomy in matters of internal management. However, the legislator sets certain limits on the autonomy of universities, namely "within the limits established by this Law," ie, university autonomy, including in the context of their own labor potential, only limited rules and specific legal act. This restriction, in our opinion,

somewhat distorts the content (violates basic principles) of autonomy of universities. According to U. Felt, university's autonomy is its ability to: 1) make decisions on most issues of university life within its jurisdiction; 2) to determine the resources required for the establishment and structuring of scientists; 3) determine the criteria for access to teaching and learning at the university; 4) determine the objectives and strategy for university development; 5) establish links with other institutions and institutions of society (the state) to develop university; 6) take responsibility for decisions and the consequences of their impact on society. It is clear that some of these areas of autonomy contradict the existing domestic institutional space paradigm of "independence and autonomy" of universities in the formation, use and development of their own labor potential.

Conclusions of the research. Considering the above, we can formulate the following conclusions.

1. Possibility of the university to make its own management decisions on directions and mechanisms of their own labor potential can be considered at a strong factor influencing its quality characteristics. However, the actual unreadiness of most domestic universities would use the potential of autonomy, for example because of the inability to bear full responsibility for their activities, causes the increasing role of the state to regulate certain areas of operation of the University.

2. University Autonomy, as well as academic freedom, is established at the institutional level, while realizing their potential for the development of labor potential of universities is at the organizational level. It should be noted that the competence of the state on the development of labor potential of universities is not limited to issues of creating conditions for the development of university autonomy and academic freedom, and including spreads on the interaction of university institutes with public institutions in the context of social development.

3. The state should provide or guarantee university autonomy to all higher education establishments, without exception, as its implementation at individual universities could harm both subjects and objects of learning activities. The right to autonomy, given the lack of historical context for its natural development or distortion of the content of this phenomenon within the post-Soviet traditions of the domestic institutional environment should be granted only to the state universities, the effectiveness of which has been recognized by society.

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An extended abstract of a paper on the subject of:
"FORMATION THE METHODOLOGICAL BASIS OF IMPROVEMENT
PUBLIC ADMINISTRATION MECHANISMS IN AREA OF SAFETY
MANIPULATION WITH SOLID WASTES"

Problem setting. Along with the general problem of efficiency measures technogenic and natural security of the state and society, today in Ukraine is there a lack of effective public policy in the field of prevention of accidents and emergencies in the area of solid waste.

Recent research and publications analysis. In the field of public administration in recent years, the problem of solid wastes was the subject of several studies. However the implementation of public policy and improve public administration mechanisms in the security handling, to date, remains out of sight, and out of the system so requires research.

Paper objective. Increasing negative social, economic and environmental trends in the field of solid waste management, lack of integrated formation measures effective security in this area at various executive levels of the state, superficial scientific, technical, scientific and administrative analysis of the possibilities of application of modern innovative technologies for processing solid waste, taking into account regional and territorial and social features Ukraine, tough adaptation requirements for existing legal norms of the EU require the development, from the standpoint of system analysis, single methodological approach to the formation of organizational measures that are aimed at improving public administration mechanisms as the basis for further reorganization of social relations in the field of security management of solid waste, which is the objective and purpose of this study.

Paper main body. Based on the proposed procedure ranging measures to improve governance mechanisms failed: first, determine the level of effectiveness of existing state mechanisms on objective measures of their impact on the security sector of solid waste; secondly, to develop a clear mechanism to determine the level of necessary additional measures and thereby exclude, in the future, they overlap in the development of multi-level programs to improve public administration mechanisms; thirdly, to determine the regional peculiarities of life support, and so on to make sure practical step towards decentralization of the state and its mechanisms; Fourth, given the availability of that procedure and the use of open sources of information provide in the future, the company additional mechanism of public control of power at all levels; fifthly, to develop a mechanism of objective reasoning importance of the impact of implementation of legislation and practical experience of the EU on the development of state, regional and territorial policies designed to radically change the minds and attitudes of the state and citizens in the areas of environmental and technological safety in the country.

Conclusions of the research. The paper, based on theoretical principles of

systems analysis, proposed an innovative procedure for improving public administration mechanisms in the security of solid waste that will later form an effective, given the current global requirements for environmental and technological safety, national, regional and territorial policies development of the socio-economic sector.

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An extended abstract of a paper on the subject of:

"CONTROL AS PUBLIC MANAGEMENT FUNCTION OF EDUCATIONAL ACTIVITIES IN HIGHER EDUCATIONAL INSTITUTIONS OF THE ARMED FORCES OF UKRAINE"

Problem setting. During the years of independence of Ukraine the priority directions of the development of educational activity in the higher military educational institutions has been defined, its current legal framework has been established, the reform based on the progressive national and international educational standards of education is being performed.

Today the issue concerning the organization of control of educational activities in higher military educational institutions of Armed Forces of Ukraine becomes topical.

Recent research and publications analysis. The state, prospects of development and state control of educational activity of higher educational institutions of the Armed Forces of Ukraine have been the subject of research of many scientists, namely: I. Kalenyuk, O. Kuklin, V. Sidash, Yu. Chernykh, etc.

Paper objective. The purpose of the article is to highlight the issue and the appropriateness of the control organization over the educational activity in higher educational institutions of the Armed Forces of Ukraine by the state that in future will serve as the basis and an important way of improving the quality of military specialists training.

Paper main body. Military education is an integral part of public education. The educational process in higher military educational institutions is a system of organizational and didactic activities aimed at the implementation of the education content at a certain educational or qualification level according to state educational standards.

Political and socio-economic transformations that are happening in Ukraine in the areas of defence and education require new, science-based approaches to the training of military specialists, one of which is the state control in this sphere.

Conclusions of the research. The state control over the activities of the educational institutions regardless of the forms of ownership is made to ensure the implementation of the unified state policy in the field of education. The state

education standards set the requirements to the content, scope and level of educational and professional training in Ukraine. They are the basis of an assessment of educational and qualification level of citizens irrespective of the form of education. Control functions are implemented during such procedures as licensing, certification and accreditation.

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An extended abstract of the paper on the subject:
"REFORMATION OF THE STATE ADMINISTRATION OF HIGHER
EDUCATION: UKRAINIAN AND EUROPEAN EXPERIENCE"

Problem setting. Under the existing conditions of the development of the State of Ukraine, the need in the scientific and theoretical research and development, as well as the introduction of the newest approaches to the reformation of the state administration of higher education becomes urgent.

Recent research and publications analysis. In the context of the range of problems of the state administration of higher education, interesting are the scientific and practical approaches proposed by V. Viktorov, O. Zhabenko, L. Haievska, S. Dombrovska, D. Dzvinchuk, V. Kremen, V. Luhovyi, V. Oharenko, N. Protasova, V. Sychenko, and others. But, there is still no complex research of the reformation of legal and regulatory, organizational and functional components of the state administration of education in higher educational institutions of the I-II accreditation levels in Ukraine. This research should interpret theoretically the modern tendencies and the principles of proper governance, and take into account the development process of the state administration in the educational field.

Paper objective. Thus, the paper objective is the scientific and theoretical substantiation of the conceptual approach to the reformation of the state administration of higher education in Ukraine according to the requirements of democratic governance.

Paper main body. The research of the process of formation and development of the state administration of higher education in Ukraine allowed us to determine that according to the formal signs it mainly meets the standards and rules of European states. In Ukraine, as in European states, the administration is formed according to the line and staff scheme. The differences are in the structure of the administrative authorities, the procedure of their forming and the exercise of powers, which consist in the exertion of influence over the field of higher education. Despite the fact that there is the constant work in Ukraine on the improvement of the legal and regulatory support of the state administration of higher

education and the development of its institutional structure, we should state that there are significant problems concerning the implementation of the state administration of higher education.

It was established that the excessive centralization of the state administration is unjustified under the modern conditions, and does not allow the system of higher education to trigger the ways of self-organization and to find way out of crisis independently. That is why it is necessary to take certain measures concerning the delegation of power. The decentralization of the administration of higher education shall potentially provide the possibility to better determine the needs of the regional economy in specialists, to meet the needs of the population and to get the community involved. At the same time, it is necessary to pay attention to the peculiarities of different regions when using financial resources and stimulating interaction at the regional and central levels in the field of administration of higher education. The Ministry of Education and Science of Ukraine must become the body of state supervision over higher education, which should determine the goal, the priorities, the directions and the main tasks of the state policy in the field of higher education.

Conclusions of the research. Thus, considering the European experience, it is possible to carry out the optimization of the functional component of the authorities of the state administration of higher education in Ukraine in the direction of the increase of the role of the community, and the introduction of the principle of publicity.

The reformation of the state administration of higher education must ensure the increase of the quality and the reduction of the terms for the achievement of results; the transparency, the openness, the reasonableness and the timeliness of the solutions of the bodies of state administration; the increase of the effectiveness of the interaction between all levels of authorities and NGOs at the expense of the clear definition of measures, procedures and criteria for the achievement of results.

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An extended abstract of the paper on the subject:
"THE ROLE AND PLACE OF ORGANIZATIONAL, SOCIAL AND INFORMATIONAL COMPONENTS IN THE IMPLEMENTATION OF THE STATE REGIONAL POLICY AT RISKS' CONDITIONS"

Problem setting. The image of each state is determined by the support of the proper level of social and economic security, especially of its regions. This fact is proved by the level of attention to the problem of administrative and territorial formations, which is paid in the EU, U.S., Japan, etc. As for Ukraine, it is currently at the stage of the change of economic system and the decentralization of power through the reduction of the economic potential of the regions and paying capacity of the significant part of their population. These objective and subjective factors of the forming of risk- and crisis-related circumstances cause the necessity of the determine the elements of the mechanism of state regional policy and renewal of tools and the improvement of practical measures of these policy of Ukraine under the condition of risks.

Paper objective. Lies in defining and justifying of the elements and aspects (measures, instruments) of mechanism of the state policy of regional development at risks` conditions.

Paper main body. The main research achievements were implemented in the part of the article devoted to the determination of the elements of mechanisms of forming and functioning of the state policy of regional development, in particular the organizational, institutional, informational, communicative and social components. Each of these elements is represented by the competent institutions, among which the key role belongs to the public authorities guided in their activity by the range of scientific and theoretical principles, and established with the purpose of forming and implementing the state policy concerning the ensuring of the development of regions even under the conditions of risks.

The article gives well founded reasons for the necessity to adjust the organizational and legal principles of the activity of state and self-governing bodies in the regions, including the conflict and problem ones, the ones with the special status, etc.

The author proposed the complex of measures of this policy directed at the timely detection, analysis and prevention of negative events, the elimination of obstacles in the development of regions, and the protection from financial, demographic, ecological, political, investment, food, moral and other losses. The following organizational measures were distinguished: 1) forecasting regional development taking risks into account, and monitoring them; 2) using hybrid measures (creation of risk funds, cross-border cooperation); 3) development strategy etc.

The scientific and theoretical approaches of improving of the state administration of risks of regional development were proved. The approaches stipulates the taking of the complex of measures and the using of innovative tools directed at the timely detection, analysis and prevention of the events of accidental and unforeseen nature.

In view of this, the priority tasks of the state concerning the guarantee of their development were proposed in the work. In particular, they include the implementation of anti-crisis policy.

Conclusions of the research. Under the current conditions, the mechanism of the state policy of the regional development obtains a complex status. Its com-

ponents are rather competitive – they are the first ones to react to threats and eliminate them. That is why, they need the further scientific coverage.

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An extended abstract of a paper on the subject of:
"UNIFICATION OF STATE REGULATION MECHANISMS IN ADVERTISING ACTIVITY SPHERE"

Problem setting. Advertising is an objective stimulator of national economy development and its integration into international economy at the present stage. The advertising market, which promptly develops, assists acceleration of the specified process. Nevertheless, against dynamical development of advertising sphere, a number of problems is observed, to which, in particular, it is necessary to put the following:

- Absence of effective mechanisms of state regulation of infringements of the advertising legislation;
- Lack of effective mechanisms of innovative advertising state regulation;
- Not formed standard-legal base of state regulation in advertising activity sphere;
- Branching of organizational maintenance of advertising activity sphere state regulation.

All aforesaid causes an actuality of the chosen research subject.

Recent research and publications analysis. Such scientists, as: Antonov L. V., Lukin A. G., Shvets I. A., Mayevskiy O. have devoted their researches to working out of mechanisms of advertising activity sphere state regulation and introduction them into practice.

Nevertheless, despite the considerable contribution of the specified authors to research of the outlined problematic, there is no uniform system of mechanisms of advertising activity sphere state at the present stage.

Paper objective. The purpose of work is unification of state regulation mechanisms in advertising activity sphere.

Paper main body. The model of unification of state regulation mechanisms in advertising activity sphere on the basis of research of preconditions of state's intervention into the processes, which occur in the advertising market, is offered in the article.

Conclusions of the research. 1. The review of preconditions of state regulation in advertising activity sphere has given an opportunity to assert, that it is necessary from the point of view of maintenance of diligent and ethical behavior

of the advertising market subjects concerning state and consumers.

2. On the basis of the formulated concept “unification of mechanisms of advertising activity sphere state regulation” the corresponding model, which provides unity of organizational-legal maintenance for realization of mechanisms of state regulation of classical and innovative advertising within institutional, standard-legal and economic directions of the state policy in sphere of advertising activity, has been developed.

The offered model of unification of mechanisms of state regulation of advertising activity sphere will allow to get essential economy of personnel, financial and time resources.

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An extended abstract of a paper on the subject of:
"BASIC CHARACTERISTICS OF STRATEGIC COMMUNICATIONS"

Problem setting. The achievement of the strategic goals of the state needs modernizing of public administration and communicative work with the target audiences. The increasing of efficiency in this area can be achieved by sending a signal from the government for explaining of the strategic goals and stakeholder participation. As the form of that signal can be considered the strategic communications that Ukrainian theorists had little explored and not gained proper dissemination in practice yet.

Recent research and publications analysis. The researchers outline the essential characteristics of the strategic communications, conditions and application examples in the world practice and the experience of administrative, political and military structures. But the definition of the strategic communication are not available.

Paper objective. The analysis of vision by foreign researchers of essential characteristics of the strategic communications and proposing of its own definition of this phenomenon.

Paper main body. It was found that the term «strategic communications» was introduced into the scientific circulation in 2001, after «Report of the Defense Science Board Task Force on Managed Information Dissemination». It has been suggested that «sophisticated strategic communications» may determine the agenda and to create a context that sustains the political, economic and military purposes. It was also claimed that the requirements to the government communications during disasters, pre-crisis conditions, fighting differ significantly from the requirements for long-term strategic communications.

It was considered other positions on the characteristics of the phenomenon

under consideration, which are listed in the Dictionary of Military and Associated Terms DoD, the draft of the document «Policy Strategic Communications NATO», the report of the representative REND corporations and others.

Conclusions of the research. It was revealed the main characteristics of the strategic communications, including of the using of the information coordinated action; focus on supporting of the national goals; studying and consideration of the needs and reactions of target audiences; the importance of following feedback from the target audiences. The author gives the definition of strategic communications.

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An extended abstract of the paper on the subject:
"PUBLIC REGULATION IN THE TRANSPORT SECTOR"

Problem setting. Maintenance of the state control of transport infrastructure indicates the increase of the role of new priorities in forming economic mechanism. This is connected with the social and economic focus of the transport's functioning results.

Recent research and publications analysis. The research is based on the works by the famous specialists in the organization of the state control of different areas of social live, including V.B. Averianov, H.V. Atamanchuk, V.D. Bakumenko, Yu.S. Barash, I.A. Hrytsiak, and others.

Paper objective. However, it is necessary to study forms and methods of the state control of transport infrastructure at the present stage.

Paper main body. This article deals with the theme of strengthening of the role of the new priorities of formation of economic mechanism to ensure advanced tempo of public transport development, which is conditioned by social and economic directivity of the transport functioning. In this work the author pays most attention to the forms and methods of public regulation in the transport sector at contemporary stage, including administrative tools for public regulation that have force of rule, compulsion, severe restriction, and rest on strict compliance with legislative rules and ensure protection for the interests and rights of consumers. It is shown that the state exercises the regulation by adopting laws and legal acts, which are common for the whole transport system regardless of the type of transport and geographical location of the objects.

It is determined that public regulation from social positions is used in the interest of the entire society both to activate the forms of activities the society needs, and to limit undesirable forms of management. The author analyzes the situation in the national transport, which determined the areas of management di-

vision into two spheres. It is noted that the first sphere is more liable to the influence of self-regulation, where competitive market mechanism acts effectively. The second sphere is related to the implementation of socially significant passenger traffic and therefore it requires direct government intervention.

The article disclosed the meaning of the terms sphere of responsibility and sphere of national stimulation of the corresponding changes in transport management. There are formulated the criteria of success of the state policy in the transport sphere within the scope of delimitation of the directing subjects and powers between state, regional and local bodies of transport management.

The author concludes that transport sector regulation is the process of creation by authorized external and internal structures of a complex of conditions for formation of adequate social and economic relations to provide stable development of the transport system, which is of great social importance. With that the mission of the state in field of transport system development is determined as the contribution to the economic growth and improvement of the population's welfare through providing access to safe and high-quality transport services.

Conclusions of the research. The research determines the necessity of distribution of the area of responsibility and powers among the state, regional and local transport authorities. In particular, it is necessary to specify common requirements to the guarantee of safety and sustainability of the transport process; to make fundamental decisions concerning the development of a strong transport infrastructure; and to adopt regulations, codes and other fundamental laws concerning specific kinds of transport, interregional transportation, and to carry out their control.

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An extended abstract of the paper on the subject:
"METHODODOLOGICAL BASIS OF THE PUBLIC ADMINISTRATION IN THE
SPHERE OF PROTECTION POPULATION AND TERRITORIES FROM
EMERGENCY SITUATIONS"

Problem setting. The current state of society, including Ukrainian, characterized by trends toward increased losses of people and damage territories, caused by natural hazards, industrial accidents and catastrophes. Risks of natural and technogenic disasters are increasing, which significantly affects all spheres of public life. Ensuring adequate protection of population and territories in case of threats and emergencies, guaranteed safety of the individual, society and state is one of the priorities of the state policy in the field of civil protection.

Recent research and publications analysis. In his scientific papers

researchers consider the general aspects of the theory of national security, prevention and liquidation of emergency situations, the problems outlined in the public administration sector. But the issue of methodological basis of development of civil protection in Ukraine, a complex mechanism of their implementation has not been given sufficient attention.

Paper objective. The purpose of this paper is the analysis and synthesis of existing approaches to the development of methodological basis of population and territories from emergency situations.

Paper main body. The paper provided the definition of civil defense, emergency situations, the main purpose of the state strategy in the reduction of natural and technological risks, prevention of emergency situations. It was concluded that adequate protection of the population and territories in case of threats and emergency situations, ensuring a guaranteed level of security of the individual, society and state is one of the priorities of the state policy in the field of civil protection. This paper analyzes the sources of emergency situations of technogenic and natural character, stated that the main directions of the state policy in the field of prevention of disasters and the security of the population and territories are: the establishment of energy-saving and environmentally friendly technologies that significantly reduce the possibility of disasters and minimize their impact on the environment; creation and development of scientific and methodological principles of risk management of emergency situations in Ukraine and formation of necessary normative legal and methodological framework for state control procedures and valuation risks; development at the national and regional regulation of economic mechanisms to reduce risks and reduce the scale of emergencies, development of risk management of emergency situations on the basis of new information technologies; improving logistics activities to reduce risks and mitigate emergencies and improve the effectiveness of measures to address them; development and improvement of monitoring, surveillance and laboratory monitoring of the environment. The paper also provides the basic principles of population and territories in case of threats and emergencies.

Conclusions of the research. Methodological support of the state policy in the sphere of protection of population and territories from emergency situations has diversified, complex. It should be emphasized that the primary role in ensuring the safety and effectiveness of protection, economic facilities and overall national wealth from the state of emergencies of natural, technological and military nature belonging to the State, which develops and installs in this area relevant norms and standards, the criteria, rules, requirements and regulations, which in turn is the basis of functional procedures of state regulation of prevention of disasters, as well as the organization and carrying out measures to eliminate them.

Further scientific research outlined in direction may be in the mechanism of coordination of different branches of government, especially at the regional and local levels, on civil protection.

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An extended abstract of the paper on the subject:
"THE INSTITUTIONAL SYSTEM OF THE EUROPEAN UNION IN THE
FIELD OF STRUGGLE AGAINST DISASTERS (PART 2)"

Problem setting. One of the main directions of the common policy of the European Union (EU) in the field of security and defense is the direction connected with the area of civil protection (CP) of the population and the territories from man-made and natural disasters, concerning each member state and the whole EU. The scales of the disasters become transboundary, and the states face the necessity to coordinate their efforts in all directions. That is why the EU formed a certain institutional system, which is responsible for the prevention, response and disaster relief.

Recent research and publications analysis. The question of the European integration, the institutional structure of the EU was studied in scientific works by D. Hyllynhem, L. Grytsaenko, I. Hrytsiak, V. Govorukha, L. Entin, D. Monarev, R. Morgan, A. Rudik, M. Smith, P. Spyros, V. Streltsov, B. Topornin, T. Shinkarenko and others.

The structure of national and foreign systems of administration of CP and its components were examined by S. Andreev, Y. Vorobyov, Y. Hluhovenko and others. However, insufficient attention was paid to the questions of structure and functioning of the institutional system of the EU in the field of struggle against disasters.

Paper objective. The paper objective is in the analysis of the institutional system of the European Union in the field of struggle against disasters.

Paper main body. One of the main EU institutions is the Commission of the European Union (CEU).

Currently, the EU is a major donor of emergency humanitarian aid in the world. Humanitarian Aid Office CEU (HAO CEU), which was established in 1992, is the EU mechanism and policy implementation tool of humanitarian relief to countries affected by natural and man-made disasters.

HAO CEU activities of humanitarian relief defined by EU Council Regulation EU "On humanitarian assistance" of 20 June 1996 (Regulation (EC) No 1257/96) and is based on the basic humanitarian principles.

EU policy in the field of civil protection aimed at protecting EU citizens and their property, environment and cultural heritage from natural and man-made

disasters that may occur both in the EU and beyond.

For the development and implementation of EU policy in the field of civil protection department is responsible the Civil Protection Department (CPD) of the Directorate General Environment of the CEU. The most important element of the civil protection of EU is organizing disaster management of natural and man-made. At EU level it is implemented Monitoring and Information Centre (MIC) CEU, when national EU action on struggle against emergencies is not sufficient and require the use of collective efforts to assist States requesting the country.

During the remedial measures to eliminate natural or man-made disasters CPD CEU together with other EU institutions, including the EU Solidarity Fund carry out measures to provide financial assistance to affected countries of the EU. Other important activities CPD CEU is a struggle with chemical accidents and marine pollution.

This contributes to high legal framework of the EU which is developed in these directions. The most important documents are the Seveso Directive, the resolution of the European Council, which adopted the "Program of EU action to control and reduce pollution caused by emissions hydrocarbonate the sea", a joint decision of the European Parliament and of the Council "On education framework for EU cooperation on struggle against marine accidents or deliberate marine pollution", the EU Council "On establishment of the Community Civil Protection mechanism" and others.

The existing legal framework of the civil protection of EU enables CPD CEU organize effective and operational cooperation with EU national services of civil protection on struggle against disasters.

In addition to these main activities in the field of civil protection, fighting chemical accidents and marine pollution, CPD CEU authorized to assist the different structures of the EU in the field of civil protection, which is part of EU policy in other critical areas, such as the fight against climate change, protection of water resources, land and forests, nuclear waste monitoring, public health, education and telecommunications.

Later a special meeting of the CEU adopted a joint decision on the establishment of a special fund EU to provide financial assistance in natural and man-made disasters and the expression of European solidarity EU countries and regions, affected by disasters.

Thus, since 2002 the EU Solidarity Fund (FS EU) has become an additional tool for the implementation of EU regional policy, and began to treat the number of Community structural funds, which is operated by Directorate General of Regional Policy (DGRPEU).

The main objective of the Fund activity isto strengthen the economic, social and territorial cohesion of the EU, increasing the efficiency of regional policy, creating conditions for the expansion of the EU, the development of competitiveness, to provide financial assistance in natural and man-made disasters. EU Solidarity Fund has an annual budget of about 1 billion euros.

Conclusions of the research. Having reviewed the structure and objectives of the basic integration of the EU institutions on struggle against natural disasters and man-made disasters, we see that the main integration EU institutions have some kind of specialized structures on struggle against disasters that allow to effectively address systemic issues of Community in the field of civil protection and humanitarian relief.

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An extended abstract of a paper on the subject of:
"STATE REGULATION OF FOREIGN TRADE ACTIVITIES IN EUROPEAN
COUNTRIES' ELECTRIC POWER INDUSTRY SPHERE: EXPERIENCE
AND PROSPECTS"

Problem setting. The transformation of the electric power market by transition to model of bilateral contracts with balancing market is observed in Ukraine at the present stage. Considering it, researches of the European experience of state regulation of foreign trade activities in electric power industry sphere are necessary.

Recent research and publications analysis. Such outstanding scientists as the following: B. Slupsky, V. Stoft, I. Franchuk, etc. investigated the problems of state regulation of foreign trade activities in electric power industry sphere.

Nevertheless, the question of prospects of development of state regulation in electric power industry sphere in the European countries and introduction of results of this development in domestic practice still remains insufficiently investigated.

Paper objective. The purpose of the given article is research of experience and state regulation prospects in European countries' electric power industry sphere.

Paper main body. The research of experience and state regulation prospects in European countries' electric power industry sphere is carried out in the article. In particular, the review of features of functioning of European institutional structures, which regulate foreign trade activities in electric power industry sphere, is carried out. The standard-legal maintenance of state regulation of foreign trade activities in electric power industry sphere in European countries is analyzed. Types of models of the electric power market in the European Union countries are defined.

Conclusions of the research. 1. The review of features of functioning of the European structures, which regulate foreign trade activities in electric power industry sphere, has given possibility of allocation of three categories of these institutes. Thus leading state body, which is responsible for processes of working out and coordination of the foreign trade activities in the European Union countries' electric power industry sphere at a present stage, is Directorate-general Energy and Transport.

2. The analysis of standard-legal maintenance of state regulation of foreign trade activities in the European countries' electric power industry sphere has been carried out.

3. Types of models of the electric power market in the European Union countries are the following: «The Uniform purchaser» and «Specific access rights to the main networks» («Model of the regulated access to electricity transmission networks») have been defined.

The received results will give a possibility of introduction of experience of the European Union countries to national practice for the purpose of improvement of mechanisms of state regulation of foreign trade activities in electric power industry sphere.

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An extended abstract of a paper on the subject of:
"SUBSTANTIATION OF APPROACHES TO THE DEVELOPMENT OF THE
STRATEGY OF PROVISION OF THE ELECTRIC POWER
INDUSTRY DEVELOPMENT IN UKRAINE"

Problem setting. The range of legal documents determines the strategic goal of reforming the electric power industry, viz. the transfer to the bilateral negotiations market and to the balancing market. However, de facto, during the previous two years, there were no renewals of legal, organizational and economic mechanisms of electric power industry control, required by the Energy Community Treaty.

Recent research and publications analysis. Taking into account the present condition of functioning of branches, sectors and elements of the country's economy, the complex description of the ways of improvement of the state control of the electric power industry, and the strategy of its development continue to be urgent and of significant interest in scientific practical and theoretical aspects.

Paper objective. Thus, the paper objective is to determine the development strategy for the electric power industry from the position of methodicalness and the available organizational and legal provision of the modernization of the system of its state control.

Paper main body. It was determined that under the new model of the electric power market, its state control body takes on special significance. According to the EU general practice, the concretization of powers and functions of the state control body is made according to the solution of the countries of the Union. The Second and the Third Energy Packages are the grounds for the concretization, as they contain the minimum set of provisions concerning the competence of the electric power

market control bodies. In Ukraine, the introduction of the new model of the electric power market requires the improvement of the subsidiary electric power legislation by way of the adoption of the relevant law “On the National Commission for the state control in the areas of electric power industry and communal services.”

It was defined that there is a thought in scientific circles that it is appropriate to adopt the law “On state control in the area of power industry.” One way or another, the legislative innovations must obligatory:

- eliminate the restrictions for competition on the market at the expense of the Cost imbalance control fund, the compensation of ‘feed-in tariff’ expenditures, the liquidation of the cross-subsidization for electric power consumers;

- demonopolize the main sectors of the electric power industry;

- determine the peculiarities of electric power debt repayment, which appeared on the wholesale market for electrical energy of Ukraine etc.

Conclusions of the research. It is proposed to solve the above-mentioned priority problems with the help of the improvement of the existing Energy Strategy of Ukraine till 2030 determining the principles of the state policy concerning the reformation of the electric power industry.