

**NATIONAL ACADEMY FOR PUBLIC ADMINISTRATION
UNDER THE PRESIDENT OF UKRAINE
ODESSA REGIONAL INSTITUTE FOR PUBLIC ADMINISTRATION**

NEW INSIGHTS IN PUBLIC ADMINISTRATION

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FOREWORD TO THE SIXTH ISSUE OF THE INTERNET-JOURNAL

It is my pleasure to introduce the 6th annual edition of “The New Insights into Public Administration” Journal of the Ukrainian and Foreign Languages Department of the ORIPA NAPA under the President of Ukraine. The journal’s issue focuses exclusively on the PhD students’ dissertation thesis in which they study challenges and trends of public administration in various sectors of public life.

The issue explores the political, economic and social implications of democratic transition efforts in Ukraine. It analyses the challenges facing the Ukrainian government in addressing the underlying economic and social problems. Importantly, the issue highlights the value of policy measures that may offer the potential for quick and visible wins in democratic processes and institutional governance.

This collection of papers on dissertation topics pursues specific objectives while complementing the existing literature on public administration, while acknowledging policy priorities aimed at producing positive results of reforms.

The authors present their imperatives of seeking out and implementing innovative policies that will foster the improvement of public authorities functioning. The authors display their expertise not only in solving complex challenges and problems facing Ukraine, but also with regard to potential policy measures in country’s development. The issue thus contributes to filling gaps in public administration theory and practice. It also illustrates a bridge between academic research and policy making.

I extend special thanks to Mykola Izha, the Director of ORIPA NAPA under the President of Ukraine, to Mykola Popov, the 1st Deputy Director, to Iryna Matvyeyenko, the head of Research Coordination and Doctoral Study Department who provide continues support for this journal publication. I also underline my appreciation to faculty members of the Ukrainian and Foreign Languages Chair for their insightful remarks and suggestions.

I am confident that this issue will raise interest among our regular readership of scholars and practitioners.

I do thank all those who contributed with their papers. Long live Journal!

Head of Ukrainian and Foreign Languages Chair
of ORIPA NAPA under the President of Ukraine,
Doctor of Sciences in PA, Associate Professor

Natalia Kolisnichenko

WELCOMING SPEECH

Dear PhD students,

The study plan of PhD students in Public Management and Administering program consists of such areas as: study obligations, research and publishing activities. Within the program studies, doctoral students are required to conduct scientific research activities related to their dissertations, consisting of participation in research projects and presentations of achieved results in the form of journal publications and conference papers. Among the doctoral student's publications, we appreciate at least one scientific paper published in a foreign language.

I would personally thank the Ukrainian and Foreign Languages Chair of ORIPA NAPA under the President of Ukraine for the opportunity to publish PhD students' findings in the Internet-Journal.

Publishing often includes opportunities to pick up additional skills and experiences that are an important part of a young scholar. You develop transferrable skills in public speaking and presenting, gain feedback on your results and begin to be recognized as an expert in your area. Your work is judged according to the same high standards as any other scholar's.

The publication in this journal emphasizes the 'impact' of research and its wider benefits to the public – with administrative decisions being made accordingly.

Head, Coordination of Research
and Doctoral Study Department,
ORIPA NAPA under the President of Ukraine

Iryna Matvyeyenko

DISCUSSION SESSION

PHD STUDENTS' FINDINGS IN PUBLIC ADMINISTRATION

Bazenko Gregory,

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PUBLIC ADMINISTRATION IN THE FIELD OF SUSTAINABLE FISHERIES DEVELOPMENT IN UKRAINE

Relevance of the research. The research is focused on the deepening the methodology of state regulation in sustainable development of fisheries and the formation of practical proposals on improving the application of its mechanisms in Ukraine. The development of this sphere is important in the context of national economy. It is necessary to restore and stabilize fisheries, intensify economic processes in this area, form the mechanisms for improving the system of state regulation.

The purpose of the study is scientific revealing and development of practical recommendations on improving the mechanisms of state regulation to achieve sustainable development of fisheries in Ukraine

The objectives of the study:

- to provide a systematic analysis of scientific findings in order to specify the research issues and to study the categories on state regulation of sustainable development;
- to reveal the positive experience of state regulation of sustainable development in fisheries in the European Union (hereinafter - the EU) in order to adapt it in Ukraine;
- to define and characterize the basic mechanisms of state regulation of sustainable development, to reveal the components of the complex mechanism;

- to outline the concept of application, methods, tools and forms of mechanisms of state regulation of sustainable development;

- to identify problems of application of regulative, organizational-administrative and institutional mechanisms of state regulation of sustainable development in Ukraine;

- to develop a system for evaluating the effectiveness of state regulation of sustainable development of fisheries in Ukraine in the implementation of the Strategy "Ukraine-2030";

- to analyze the dynamics of sustainable development of fisheries in Ukraine and assess the effectiveness of state regulation to achieve the goals of sustainable development;

- to offer the author's concept of sustainable development of fisheries of Ukraine;

- to substantiate the directions in improvement of the processes of state regulation of sustainable development of fisheries of Ukraine and to develop a complex mechanism of state regulation on the basis of socio-ecological-economic systems.

The object of the research is the system of state regulation of sustainable development of fisheries in Ukraine.

The subject of the research is theoretical-methodological and applied principles of formation and implementation of mechanisms of state regulation of sustainable development of fisheries.

Theoretical basis of the study. The information base of the dissertation research is international regulations (including conventions), national regulations, international ratings, reports and data of international organizations on sustainable development (UN, UNDP, World Bank, Department of the UN Secretariat, the World Wildlife Fund, the New Economics Foundation), of state statistical offices, ministries (according to areas of activity), expert reports of research agencies, works of leading foreign and domestic scholars, Internet sources, and author's research materials .

The predicted outcomes of the study. The categorical-conceptual apparatus of the theory of public administration in the context of using such concepts as: "sustainable development of fisheries" as a permanent process of change under influence and regulation; as balance of social, environmental and economic components and socio-

ecological-economic systems to ensure economic growth and improve the quality of people's life; as reduction (social, gender, territorial) of inequalities; as achievement of optimal use of natural resources; as solving climatic and environmental problems; as "state regulation of sustainable fisheries development"; as "mechanism of state regulation of sustainable fisheries development".

The methods of research. To achieve the goal of the dissertation research a number of general and special research methods were used, in particular:

dialectical-historical and historical-legal analysis (to study theories of sustainable development worldwide, staging state policy of sustainable development of Ukraine and formation regulatory and legal support for sustainable development of Ukraine);

- induction and deduction (for the formation of conceptual and categorical apparatus of research, definition of components of sustainable development, classification of approaches in understanding the essence of concepts: "sustainable development", "mechanism of state regulation of sustainable fisheries development", typology of methods and forms of state regulation of sustainable fisheries development);

- systemic, structural-functional method (for structuring the purpose, objectives, principles and functions of state regulation of sustainable fisheries development, systematization of the structure of the complex mechanism of state regulation of sustainable development;

- analysis and synthesis (to summarize the experience of state regulation of sustainable fisheries development in the EU, to analyze the problems and reserves of state regulation of sustainable fisheries development of Ukraine and its regions;

- generalization and grouping (to identify problems of regulatory and institutional mechanisms of state regulation).

Burdyha Diana,

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**PUBLIC MANAGEMENT OF ENERGY EFFICIENCY
IN THE SYSTEM OF HOUSING AND COMMUNAL SERVICES
AT THE LEVEL OF LOCAL COMMUNITIES**

The formation of a socially oriented economy requires new approaches to the regulation of such an important area as housing and communal services, through which the interests of each person are realized. This extremely important industry provides individuals and legal entities with the necessary housing and communal services and ensures the viability of the entire social organism.

The first steps to improve energy efficiency in Ukraine began in the mid-2000s, with almost every year one of the main priorities was: to solve problems of energy efficiency in industry and housing and communal services, to solve these problems, to develop appropriate state programs, to define a set of measures that contributed to their implementation.

The measures to reduce energy consumption at the level of individual cities and regions have not yet become a widespread policy in Ukraine. This is primarily due to the fact that the cost of energy resources was much lower than the market a few years ago, which did not create sufficient motivation for energy saving or investment in energy-saving equipment, technologies or energy saving projects. This automatically made any investment in improving the energy efficiency of housing unprofitable.

Relevance of the research. The implementation of energy efficiency policy in Ukraine, which is conditioned by the processes of European integration, requires a transition to a qualitatively new level. The effective functioning of the governance system must be based on the principles of equality and transparency for all of its participants. The housing sector is no exception. Excessive energy consumption causes significant

costs and risks in the areas of energy security, trade balance, economic and social activity, and environmental protection.

The course on energy efficiency indicates the promising trends for innovation, expands business opportunities in energy saving and energy efficiency, stimulates demand for energy-saving products and technologies.

For Ukraine, the problem of economical management based on strategic approaches to energy saving and energy efficiency is particularly relevant and needs to be addressed immediately. This is due to the extremely high level of energy intensity of the domestic economy, irrational use of natural resources, a high degree of dependence on imports of fuel and energy resources, significant amounts of waste and harmful emissions. Expanding and deepening the processes of energy saving and energy efficiency will contribute to Ukraine's transition to a model of balanced development, building the foundations of post-industrial society, accelerating Ukraine's integration into the globalized world economy.

The aim of the research is carrying out an analysis of policy-making and policy development in the field of housing, summarize the results and identify areas for further research on public policy in the field of energy efficiency at the level of local communities.

The objectives of the research are:

- to reveal the organizational and legal aspects of the functioning of housing and communal services and their components;
- to identify the main trends in the process of implementing public policy in the study area and justify the factors influencing its development;
- to substantiate the directions of improvement of institutional and financial mechanisms of realization of public policy in the system of energy saving of housing and communal services of Ukraine.

The object of the research is the process of implementing energy efficiency policy in the field of housing and communal services of Ukraine.

The subject of the research is the mechanisms of public management in energy efficiency in the field of housing and communal services of local communities.

Theoretical problem that the research solves. The empirical level of dissertation research is based on direct practical interaction with the studied object as it is given in observation, measurement, experiment (the current state of energy efficiency in the field of housing and communal services of Ukraine; findings based on the analysis of implemented measures of state energy efficiency policy in developed countries).

The investigations on the development and implementation of measures to save energy were conducted in the early twentieth century. The main theoretical and applied developments were devoted to the problems of reducing the energy intensity of Ukraine's economy, providing the industry with energy resources, substantiating the level of energy efficiency. At the same time, the economic and managerial aspects of this economic phenomenon remain unresolved.

Predicted research methods. The dissertation research will use general scientific and special methods that will allow to formulate and develop the ways in improving the energy efficiency of the housing and communal services of Ukraine.

The method of scientific abstraction and the system method will be used to analyze and generalize trends in housing in a market economy, to reveal the essence and principles of public administration of housing as a kind of natural monopoly, to define a system of management measures to reform it.

The method of comparative analysis will highlight the most significant aspects of housing regulation in Europe and America and justify their use in Ukraine.

The method of scientific prediction will be used to forecast the development of housing and communal services and to assess the consequences of industry regulation.

Modeling and generalization methods will be used to formulate recommendations and proposals, identify ways to improve energy efficiency in the housing and communal services management system.

Practical application of dissertation research. The outputs of the dissertation which can have their practical application are:

- the model of the process of forming the priority of public policy goals in the field of energy saving;

- the revealed mechanisms of economic motivation to use energy-saving technologies and save energy resources, attract innovation and investment funds in the field of energy saving and the use of non-traditional energy sources;
- the proposed energy saving projects with support of local authorities;
- the introduction of elements in stimulating tariff formation;
- the development of projects in the housing and communal services sector with the support of international financial organizations.

Predicted findings of the research. The findings of the dissertation research can be formulated in such policy statements to be implemented:

- the ability of the state to formulate and implement a policy to protect national interests regardless of existing and potential threats of internal and external nature in the energy sector;
- increasing the responsibility of local and regional authorities and social responsibility of business for the introduction of energy-saving technologies;
- publicity of development and implementation of state housing policy, use of state and local budgets, discussion of draft regulations on state housing policy.

Druzhynin Serhii,

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PUBLIC-PRIVATE PARTNERSHIP IN THE FIELD OF CULTURE: THEORETICAL AND METHODOLOGICAL ASPECTS

Relevance of the research. Current trends in the culture of the world are characterized by radical changes in views on the role and importance of culture in society, public administration and opportunities for public administration in this area. The transition from understanding culture as a component of society in order to preserve national identity, historical memory, development of the tourism industry to determine its role in the modern socio-economic development of states and regions.

Conceptual approaches to this issue are quite diverse and are not framed in a coherent concept or theory. Analysis of foreign sources shows that not only in domestic science, but in foreign science there is no unanimity on the partnership between the state and the civil sector. There are a large number of publications that emphasize that research is currently being conducted by many research teams around the world to determine the essence of modern public-private partnership. It is usually accepted to consider public-private partnership in the context of public participation in public administration, in particular public administration decisions. However, for foreign countries this is no longer a problem or an urgent need for the development of participatory democracy. It is formed and developed, the methods and forms of such interaction of the public with the subjects of public administration are improved. It is believed that every citizen or public association can take part in governing the state through a developed system of electronic interaction (e-democracy).

Another, higher level, as noted by foreign experts, is to build a partnership with the public in the field of socio-economic relations. That is why at present there are such concepts as 3P (PPP), 4P (PPPP), 5P (PPPPP). Actors appear in these partnerships, such

as individuals, public associations, various forms of entrepreneurship, business, public institutions and religious communities, and so on. Popular at this stage are the development of partnership models based on motives and values, which encourages the public to participate innovatively in building public-private partnerships.

The practical area is to use public administration and administration as a tool for building civil society and establishing public-private partnerships. The described mechanisms can establish alternative financing of the cultural sphere, which will contribute to the development and consolidation of society.

The object of research is world experience in the formation of public-private partnership in the field of culture as a phenomenon.

The subject of research is the system of public- private partnership in the field of culture and its formation in Ukraine.

Theoretical problems that the research solves are: creating a theoretical model of public- private partnership in the field of culture; research of civil society as a social and cultural phenomenon.

Applied problem that the research solves is creating a system of extra-budgetary financing of the cultural sphere.

The objective of the research is the formation of conceptual bases of the system of public- private partnership in the sphere of culture in Ukraine.

The tasks of the research are:

- to analyze the theoretical foundations of the formation of public- private partnership systems in the field of culture in the world;
- to generalize domestic research on public-private partnership;
- to analyze the legal regulation of public-private partnership and review problematic issues in the organization of partnership with civil society institutions;
- to identify the main elements of the system of public-private partnership in Ukraine and to show their relationship;
- to identify ways and methods for forming a system of public-private partnership in the field of culture in Ukraine.

Theoretical basis of the research. The research will be based on an integrated approach involving various types of information, which will determine the scale and direction of changes, will identify direct consequences and factors for further use in the process of developing appropriate public policy. To carry out in-depth research, to identify risks and factors that affect the adjustment of management decisions means to achieve the goal, and to develop appropriate preventive measures. The research will be based on a systematic approach and a method of structural-logical analysis. An assessment of regulations on public- private partnership in the field of culture will be conducted. Research of the theory of social systems and the theory of management will be done.

Practical application of dissertation research. Scientific research is aimed at determining the basic theoretical and applied principles of:

- creation of a methodological basis for the formation of a system of public-private partnership in the field of culture;
- reformatting (modernization or transformation) of the system of culture financing in Ukraine;
- development of proposals to improve the practice of involving the private sector in the financing of culture;
- introduction of public-private partnership in the field of culture as an integral part of state policy;
- development of proposals for the introduction of amendments to regulations of Ukraine;
- development of a theoretical model of public-private partnership in the field of culture in Ukraine.

The result of the study will be in the proposed ways and methods of forming a system of public-private partnership in the field of culture.

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STATE-CIVIL PARTNERSHIP IN THE CULTURE FIELD: FOREIGN EXPERIENCE FOR UKRAINE

The relevance of the research. Recently the world has faced revolutionary changes in the field of librarianship. Firstly, the approaches to understanding the library business itself as a concept have been changed. If traditionally library business was understood in the context of information, cultural and educational society's activities, including the creation and development of a network of libraries, formation and processing of library funds, organization of library, information and reference bibliographic services for library users, training of library staff, scientific and methodological support libraries, nowadays the practice of developed countries implements two concepts: librarianship (library science) and library services (library services).

The aim of the study is to outline the foreign experience of public administration in the field of librarianship, which covers the activities of libraries as cultural and social centers that perform various functions and have innovative forms of funding.

To achieve this goal, the following **objectives** were formulated:

- to find out modern approaches to understanding and development of library business in foreign countries;
- to separate the order of financing projects of development of library business by subjects of public management and administration;
- to analyze foreign experience in the formation of modern areas of library business, which is reflected through the activities of libraries;
- to identify specific actions for the development of librarianship in the world;
- to formulate a list of the main subjects of public management and administration;

- to characterize the possibilities of libraries in solving social and humanitarian problems of public administration;

- to develop proposals for the study of foreign experience in the development of librarianship by domestic subjects of public management and administration in order to create cultural and social centers of a new modern format.

The object of the research is the new methods of public management and administration of librarianship in foreign countries as a phenomenon.

The subject of the research is foreign experience of public management and administration in the development of librarianship as an experience for Ukraine.

The research methods. In order to perform the tasks of the research a number of research methods were used: analysis and synthesis to study the source base (special literature, international, European and national legal acts, scientific and theoretical research findings, including printed and electronic resources), comparisons to identify similarities and differences in international and domestic approaches to public management and administration for the development of librarianship; generalization to formulate conclusions and develop proposals for the study of domestic subjects of public management and administration regarding foreign experience in the development of librarianship in order to create cultural and social centers of a new modern format.

The novelty of the obtained results is that the work summarizes the experience of organizational and legal bases of library development in foreign countries, which is based on the models of public management and administration and financing of librarianship.

The practical significance of the obtained results. The research materials can be used to develop new approaches to the development of librarianship in Ukraine and are the basis for an explanatory note on amendments to state legislation. Research material can be used in teaching the discipline in the context of "Public management and administration for the development of librarianship in Ukraine". The research findings can be used in further work by the Kherson Oblast State Administration to submit proposals to the Ministry of Culture and Information Policy in order to develop new legislative acts of Ukraine.

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OUTSOURCING IN PUBLIC ADMINISTRATION: THE CASE OF INTERACTION BETWEEN GOVERNMENTAL BODIES AND JUSTICE AUTHORITIES

Relevance of the research. The strategic goal of justice authorities reforming in Ukraine is their modernization, transforming them into efficient, dynamic, highly motivated and high-tech structures. The task of the reform is the gradual acquisition of European models by justice authorities and their transition from punitive to social and service-oriented functions. After achieving these parameters the system will be capable to ensure the rights, freedoms and legitimate interests of individuals, will combat crime and corruption, will realise public safety. Achieving this goal is impossible without the effective interaction of local governments with justice authorities at the level of local communities.

One of the tools in the implementation of tasks and functions of the state is the formation of an optimal system of government, the activities of which would effectively influence the combatting of crime. The current system of governmental bodies is not able to solve the tasks assigned to them in combatting crime. Increasing the number of empowered entities and intensifying punitive measures do not lead to outcomes.

The role of organizing and coordinating center of public order at the level of local communities is assigned by the legislator to local governments. However, the imperfection of the legal status of local governments in this area creates problems in establishing their interaction with justice authorities.

These problems, which are still unsolved, are of interest to scholars in addressing theoretical and practical issues of public order at the level of local communities regarding

the interaction between its entities. To some extent, these issues have been the target of research in the works of G. Avanesova, V. Averianov, O.Andreyev, D. Bakhrakha, I. Golosnichenko, E. Dodin, A.Korenev, M. Kostytskiy, O.Kuzmenko and other scholars representing various fields of science. However, in their works there is the system of performing the functions of justice agencies without a thorough analysis of their interaction with local governments. However, in the context of local government reform in Ukraine many functions of public order are entrusted to local governments.

The purpose of the study is to develop a comprehensive analysis of the interaction of local governments with justice authorities, to determine the effectiveness of its forms and to provide recommendations aimed at improving public order at the level of local communities.

The objectives of the study:

- to study the etymological and managerial content and signs of interaction as one of the elements of ensuring public order at the level of local communities;
- to determine organizational bases of justice authorities activity and of local self-government bodies as subjects of interaction in the system of justice at the level of local communities;
- to find out and outline the characteristic features, tasks related to the interaction of justice authorities and local governments;
- to analyze the interaction of justice authorities and local governments, taking into account existing and newly created forms of government in the context of decentralization;
- to determine the role and practical significance of administrative agreements in the system of interaction between justice authorities and local governments;
- to reveal the role of local governments in coordinating the activities of justice authorities.

Object of the research is the ensuring of public order at the level of local communities.

Subject of the research is mechanisms, tools and technologies of interaction of local self-government bodies with justice authorities under decentralization.

The research hypothesis is based on the assumption that the intensification of mechanisms of interaction between local governments and justice authorities will provide a radical improvement of public order at the level of local communities.

Research methodology. The research will be based on the fundamental provisions of the theory of public administration, research on local government and decentralization in Ukraine. The research can also be based on the achievements of related scientific fields - law, economics, political science. It is proposed to use:

- method of system analysis;
- method of comparative analysis;
- modeling method;
- situational method;
- historical method.

The empirical basis of the study will be: legal documents on justice provision, statistical information, media monitoring materials, opinion polls, as well as personal observations during their tenure in the National Police of Ukraine.

Findings of the research. The interaction of justice authorities at the level of local communities is proposed to be understood as a management process, which consists in the activities of several (at least two) entities that influence each other and the object by means and methods specific to each participant in achieving the common goal. In this case, coordination is considered as a necessary prerequisite for the coordinated activities of several justice authorities, which have a common goal. It is as a management process (cycle) with the stages of development and implementation of decisions and stages of information collection, analysis, selection of performers, planning, resource provision, control and others, it is proposed to consider the interaction of justice authorities, which will create a holistic management picture of this phenomenon.

The interaction between local governments and justice authorities testifies that the main purpose of cooperation is to achieve the optimal level of organizational relations between the entities, which will neutralize the causes and consequences of crime in communities.

It is proposed to consider organizational relationship as:

- connections of subordination and coordination influence;
- relations of cooperation between governmental and local self-government bodies;
- organizational influence of local self-government bodies on other subjects of justice provision.

In order to increase the effectiveness of regulatory acts of local self-governments on law enforcement, it is proposed to develop measures of project-advisory activity of justice authorities and local self-governments. As the result, it is necessary to improve the legal framework (adopt regulations that would determine the mechanism of project-advisory work at the local and regional levels) and define clear criteria on accounting and reporting about such work. The management category "consistent interaction" should also be taken into account. It defines the relationship in which the actions of some entities (providing information on the causes) necessitate the activities of other entities (actions of the National Police).

It is necessary either by means of the relevant local regulatory act or by means of an administrative agreement between the territorial bodies of the National Police and local self-government bodies to determine the list and procedure for the transfer of information which is relevant to law enforcement. One of the effective mechanisms for improving the interaction between justice authorities and local self-governments is expected to be an administrative agreement on cooperation.

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HUMAN RESOURCES MANAGEMENT IN THE CIVIL SERVICE: HISTORICAL AND LEGAL ASPECTS

Introduction. The need to study the problem of human resource management is based on the proposition that in a world of growing global competition, the most important factor in national competitiveness is highly qualified and motivated human resources.

The main task of human resource management is to increase the productivity not only of employees and the organization as a whole, but also the quality of services provided by them, in particular. In order to match the needs and human resources, they should be approached as the most valuable resource of the organization, necessary for the realization of all its goals, including strategic ones. This approach turns employees into the most important asset of the organization, which should be preserved, developed, skillfully used to succeed in competition.

Relevance of research. At the present stage there is an intellectualization of the public service, when the public servant is required to create ideas and projects to improve services to the public, taking into account the global information society. The emphasis is made on innovation.

People management has gone through several stages of its development: cadres management, personnel management, human resource management, changes in which were due to the external environment.

The emphasis on a person as a participant in all production and economic processes, understanding of his/her importance in the system of social interactions led to the transition to human resource management.

The modern approach to human resource management should be aimed at blurring the formal boundaries between managers and subordinates. This transformation should be in a manifestation of relations based on cooperation and interaction between employees of different hierarchical levels.

In the study, we pay special attention to personnel technologies, which are a set of methods, tools, instruments, operations, procedures, techniques, etc. aimed at ensuring the quality of public servants.

The object of the research is the public relations of the organization and implementation of human resources management in the field of public administration.

The subject of the research is theoretical and methodological principles of human resources management in the civil service.

Theoretical problem that the research solves. Instead of a fragmentary structure of the personnel management model with strict internal rules and impersonal nature of the relationship “boss-subordinate”, which require subordination to the position, rather than respect for the person occupying it, a new management system is proposed. It is initially focused on solving fundamentally new, long-term tasks of improving the economic and social efficiency of the organization and maintaining its balance with the environment.

Applied problem that the research solves. One of the objectives of the research is to generalize management theories, analyze researches, monitor the current state of human resources management in the civil service, and then reveal modern trends, methods and technologies of effective human resource management.

The objective of the research is scientific and theoretical substantiation of human resources management in the civil service system as a dynamic retrospective-perspective management process through the prism of business efficiency, professional productivity and personal efficiency.

The tasks of the research are:

- to analyze the theoretical and methodological developments of domestic and foreign science on the problems of human resources management in order to generalize and identify both the most essential components and areas for further study of this issue;

- to disclose the content of human resources management in the field of public administration and priorities in improving human resource management;
- to formulate the definition and main characteristics of human resources assessment as a managerial function of the senior official;
- to improve the existing models by proposing a humanistic and active model of managerial relations based on the theory of the “new” organization and the concept of organizational humanism;
- to carry out a comparative analysis of the requirements for professional competence of public managers, an image that reflects the contradictory nature of the state apparatus in the context of society’s transition from patriarchal to industrial and post-industrial society, from totalitarianism to democracy.

Theoretical basis of the research. Theoretical base of research is: papers, manuals, abstracts, dissertations and other works of scientists on case studies, as well as web pages of the authorities, analytical documents, statistics and legislation.

Predicted research methods. Such methods are used: scientific identification and comparative analysis (in the study of scientific literature on the research topic); abstract-logical method (for theoretical generalization, definition of the essence, place and role of human resources management in the civil service system and formulation of conclusions); system-analytical method (for the general analysis of assessment of human resources in the field of public administration); sociological method (to study the practical part of the dissertation by questionnaire-survey of a specially defined group of respondents).

Practical application of dissertation research. Human-centered approach to human resource management provides stabilization of the state authorities on the basis of:

- first, improving the professionalism and competence of civil servants;
- secondly, the continuous improvement of their professional skills and acquisition of socially significant modern features;
- thirdly, objective stimulation of efficiency and effectiveness of administrative work in the field of public administration;
- fourth, strengthening the moral and ethical component of the professional activities of employees of all hierarchical levels.

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**PUBLIC ADMINISTRATION
OF TEMPORARILY OCCUPIED TERRITORIES
ON THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT
IN UKRAINE**

Relevance of the research. Restoration of the country's territorial integrity, deoccupation and reintegration of the temporarily occupied territories is a key strategic task facing Ukraine. The development of a new modern competitive economy in the east of the country and the creation of an additional impetus for the sustainable development of Donetsk and Luhansk regions is an essential prerequisite for the gradual reintegration of the temporarily occupied territories to a single constitutional space of Ukraine.

Donetsk and Luhansk regions should become the territory for the implementation of a large-scale economic and legal experiment on the comprehensive implementation of the public administration system and the organization of economic processes that occur in the future and can be scalable throughout the territory of Ukraine.

The introduction of the experiment will mean:

- the formation of priority development territories;
- state incentives for the development and implementation of new models of economic development.

These will serve as a unifying mechanism, the basis of which is a simple and understandable logic, that is the welfare of residents.

The object of the research is public administration of *temporarily* occupied territories in Ukraine.

The subject of the research is public administration on the principles of sustainable development in Ukraine of temporarily occupied territories.

Theoretical problem that research solves. Theoretical approaches to the study of the state policy on the development and restoration of temporarily occupied territories were provided by V. Jablonskyj, Ju. Tyshhenko, O. Martynenko, B. Koreckyj, S. Sokolenko, A. Butenko, L. Fedulova and others.

The purpose of the study is to reveal the theoretical directions in study of priority territories development, to introduce new experimental models of economic development management at temporarily occupied territories based on sustainable development in Ukraine.

The objectives of the research are:

- to analyze theoretical approaches to the management of territories and the formation of priority development of the temporarily occupied territories;
- to study the subjects and objects of public administration of the temporarily occupied territories;
- to determine the instruments for economic development of the temporarily occupied territories on the basis of sustainable development in Ukraine;
- to analyze the current state of problematic issues of management of the temporarily occupied territories of Ukraine;
- to substantiate the formation mechanisms of territories of priority development at the temporarily occupied territories in Ukraine;
- to study the world experience of forming territories of priority development of temporarily occupied territories;
- to propose a new experimental model of economic development of temporarily occupied territories based on sustainable development in Ukraine.

Applied problem that the research solves. The main theoretical provisions, conclusions and recommendations can be taken into account in the formation of basic principles and determining the content of state regional policy on the basis of sustainable development of the temporarily occupied territories.

Predicted research methods. The dissertation research will use general scientific and special research methods, in particular abstraction, generalization, analysis and synthesis, induction and deduction, system analysis.

Practical application of the dissertation research. The scientific findings of the dissertation research can be used in the development of regulatory documents for the formation of state regional policy, state policy on the development of local self-government, territorial arrangement of power and administrative-territorial structure, state housing policy and policy in the field of improvement of settlements.

Further investigations. The directions of the further scientific research may be provided on the development of optimal systems and institutional support for regional development based on the principles of sustainability of temporarily occupied territories.

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THE FORMATION AND DEVELOPMENT OF THE SYSTEM OF PUBLIC MANAGEMENT IN THE SPHERE OF MEDICAL TOURISM

Relevance of the research. The formation and development of the system of public management in the sphere of medical tourism will allow:

- to expand possibilities of destinations and individual subjects of the tourism market, providing appropriate services,
- to give impact to the development of domestic and inbound tourism. This will have positive effect on the growth of the total export potential of tourism services in Ukraine.

Thus, problematics of the development of theory and methodology of public management of the medical and health market under the conditions of integration cooperation in the sphere of recreation and tourism of Ukraine is very relevant and present-day.

Nowadays, opinions on organization of medical tourism in the country are contradictory; methodology of strategic development of destinations of this direction is developed insufficiently. Incomplete means of governmental regulation do not allow to perform practically purposeful planning of sustainable development of medical tourism.

Many scientific works of domestic authors, including: V. Baiev, T. Bezverkhniuk, M. Bil, O. Bordun, I. Vakhovych, K. Didenko, V. Zhuchenko, V. Malimon, M. Malska, A. Postiany, A. Romanova and others, were devoted to researches on problems of the development of medical tourism in Ukraine, its influence on the development of the country and its regions. However, not all answers to questions on governmental regulation of the development of medical tourism are given in scientific works.

Also, there is an urgent need to form systematic theoretical and methodological approaches of characterizing and choosing optimal general models of public management and regulation of the sphere of medical tourism, expanding the idea of forms and methods of state support for the medical market in tourism destinations.

However, there is shortage of applied scientific researches in: theory of clustering in the health care market, taking into account the specification of various types of tourism and peculiarities of consumer behavior models, the characterization of features and directions of modernization of the resource base of medical and health market, the regulatory and institutional provision of medical export, the promotion of relevant types of tourism based on the characteristics of the localization of tourism destination.

It confirms the relevance and significance of the chosen topic, determines the purpose and objectives of the dissertation study.

The object of the research is the system of public administration of the sphere of tourism.

The subject of the research is mechanisms of governmental regulation the system of public management of the sphere of medical tourism.

The aim of the research is to develop methodological and methodical recommendations on the formation and development of the system of public administration in the field of medical tourism.

To achieve the aim of the research the following **tasks** were defined:

- to systematize theoretical and methodological approaches in determining the essential characteristics of medical tourism through the study and analysis of scientific works of domestic and foreign authors;

- to investigate the main forms, models, organizational and economic mechanisms of public administration in the field of medical tourism based on the study of foreign and domestic practice;

- to propose options for using the principles and mechanisms of clustering aiming to improve the efficiency of public administration in the field of medical tourism;

- to assess current trends and prospects for the development of medical tourism in the European Union;

- to develop a model of public administration and regulation of medical tourism;
- to work out the guidelines for improving public administration and regulation of medical tourism.

The following methods are used in the research work:

- method of historical and logical analysis, structural method and method of statistical analysis;
- methods of economic-mathematical and comparative analysis;
- particular method of systematic approach;
- special method of expert evaluation.

The information base of the research should be: Constitution of Ukraine, international documents, laws and resolutions of the Verkhovna Rada of Ukraine, acts of the President of Ukraine, acts of the Cabinet of Ministers of Ukraine and central executive authorities, acts of other related state bodies and local self-government bodies.

The theoretical basis of the research is works of domestic and foreign scientists in the field of recreation and tourism, development of teams of leading research centers and bodies of territorial administration on regulation and organizations in the field of medical tourism.

The theoretical significance of the study is:

- in the creation of a theoretical basis for improving the legislation in the field of medical tourism;
- in outlining the conceptual approaches to address the main problems of public management of the medical sphere and health market under the conditions of integration and cooperation in the sphere of recreation and tourism of Ukraine.

The practical value of the research. The expected scientific results should be potentially useful for central executive bodies, local state administrations, local self-government bodies. Improving the mechanisms of government regulation of medical tourism in Ukraine.

Scientific novelty. In the dissertation there will be:

for the first time:

- the mechanisms for formation and development of the system of public management in the sphere of medical tourism will be revealed taking the experience of the countries from the European Union (EU);
- the specificity of public management in the sphere of medical tourism of Ukraine will be identified;
- the factors influencing the formation and development of the system of public management in the sphere of medical tourism of Ukraine will be summarized;

improved:

- the model of public management and regulation of the sphere of medical tourism in Ukraine;
- expanding the idea of forms and methods of state support for the medical market in tourism destinations of Ukraine;

further developed:

understanding of public management in the sphere of medical tourism system, its specifics and features;

approaches to adapt foreign experience to regulation of the sphere of medical tourism.

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PUBLIC CONTROL IN THE GOVERNANCE SYSTEM: INFORMATION AND COMMUNICATION ASPECTS

Relevance of research. Reforming local self-government has been a challenge for Ukraine because there is low trust in the government and insufficient communication between institution of power with the communities which led to a delay of reforms for a certain time. One of the initiatives of the President of Ukraine is the creation and implementation of e-government system, taking into account the modern capabilities of the Internet, which will open a convenient mechanism for rapid response to problems in the region with the direct participation of the community.

The President's initiative is a task for the new government, which must comply with the Constitution of Ukraine and fulfill the provisions of the Decree of the President of Ukraine of January 12, 2015 № 5 "On Sustainable Development Strategy "Ukraine 2020", Decree of the Cabinet of Ministers of Ukraine of April 3, 2017 № 275 "On approval of the medium-term plan of priority actions of the Government until 2020 and the plan of priority actions of the Government for 2017".

The development of e-government has been identified as one of the top priorities for reforming the system of public administration.

Ukraine must ensure the comprehensive development of e-government in accordance with European requirements.

The United Nations and the Inter-Parliamentary Union have identified priorities for the international and inter-parliamentary community for the period 2010-2020, aimed at mobilizing them in the development of national and 12 international strategies for the enhancement of the information society.

The existence of well-established, effective channels of communication between the authorities and the community is a guarantee of openness of state policy and its controllability to society, and in general - compliance with strategic national interests.

Now we can see the available electronic surveillance systems in local authorities, which gradually make it impossible to carry out public oversight of the authorities, causing a wave of public discontent.

Therefore, the development of interaction between the public and the authorities will take place not only through a network of interactive monitoring of the situation in the region, but also through personal mobile devices and personal computers. That creates conditions for strengthening control over government actions in a new practical format.

The object of the study is public control in the system of public administration.

The subject of the research is the areas of public control in the system of public administration with information and communication aspect.

The theoretical research problems are in the perfection of mechanisms of public control loses its significance. Public control mechanisms need to be improved in line with current challenges.

An applied problem that the research solves is the compliance of public control with today's challenges through improved mechanisms of public control

The aim of the research is to analyze domestic and foreign experience in ensuring public control in the system of public administration with an information and communication aspect, and to develop practical recommendations for its provision in Ukraine.

To achieve this goal, the following objectives are **defined**:

to find out the essence of the categorical-conceptual apparatus of the study of public control in the system of public administration with the information-communicative aspect;

to determine the role of public control in the system of public management by means of modern information and communication technologies in Ukraine;

to analyze foreign experience in the implementation of public control in the system of public administration with information and communication aspects;

to monitor the implementation of public control in the system of public administration of modern information and communication technologies in Ukraine;

to identify problems of public control in the system of public administration with information and communication aspect in Ukraine;

to substantiate practical proposals for ensuring public control in the system of public management by means of modern information and communication technologies.

The information base of the study is the materials of the Ministry and the Committee for Digital Transformation of Ukraine, and the Concept of e-government development in Ukraine.

Theoretical foundations are studied by such scientists as: Krupnik A.S., Izha M.M., Kusplyak I.S., Buryak V.V., Yaremenko T.F., Belskaya T.V., Ilchuk L., Vorobiev Y.L. and others.

The research methods. The dissertation research will use special methods that will formulate and develop a way to increase the effectiveness of mechanisms of state and social policy and ensure the protection of the rights and interests of the community.

In particular, the method of generalization will provide an opportunity to form a systematic view of problematic issues;

method of statistical analysis - will reflect the dynamics of quantitative indicators of the implemented system in the field, users, the level of needs of the population, the number of decisions;

structural and functional method of research will reveal the structure and functions of the system of government agencies that implement public control.

The methodological basis will also be the works of scientists in the field of management and social sciences, which cover the issues of organization and management of electronic communication of government with the public.

The scientific novelty of the obtained results is that the dissertation thesis on ensuring the rights of the citizens as a result of the implementation of e-government will be the first comprehensive study in the domestic theory of public administration.

The possible ways to solve the tasks are:

- the analysis of the world experience on realization of the rights and freedoms of citizens through personal electronic devices;
- the analysis of the legal framework on management activities in the format of electronic communication between the community and the government, e - government;
- the formation of recommendations for adaptation of world practices on realization of citizens' rights under decentralization;
- the monitoring of the socio-cultural situation in the amalgamated local communities.

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SOCIAL TRUST TO PUBLIC AUTHORITIES: THEORETICAL AND ORGANIZATIONAL ASPECTS

Relevance of the research. Trust to State institutions is an important feature of public relations, sociocultural phenomenon, which determines the effectiveness of State social policy, enhancement of democracy and socio-economic development of the country. Sociological research results reflect a critically low level of citizens' trust to state institutions in Ukraine. The task of restoring trust to the Government is particularly important in the current context of protracted political crisis. It promotes social dialogue within the public authorities. As the experience of governance in developed democracies convincingly demonstrate, it is impossible to achieve effective decision-making, to improve the quality of public institutions and to increase revenues to public authorities in the context of social policy without social dialogue.

Object of the research is the process of building trust in governmental bodies in Ukraine.

Subject of the research is instruments for the formation of social trust in governmental bodies through the implementation of state social policy.

Theoretical problem that research solves. General theoretical approaches to trust-building are specified in the theory of social capital, rational choice, social exchange, social networks reflected in the works of D. Gambetti, P. Yemersona, L. Zakera, F. Fukuyami, P. Shtompki, R. Khardína, Ye. Uslanera, A. Selígmna, V. Stouna, D. Khalperna.

The objective of the research is to analyse modern tools for the development of social trust and develop practical recommendations for increasing the effectiveness of social trust in the context of stable social policy in Ukraine formation.

The tasks of the research. Based on the generalization of modern theories of trust and analysis of empirical research data, such tasks were defined:

- to determine the conceptual principles of trust in public authorities;
- to analyze modern definitions of trust theories;
- to study the subjects and objects of social trust formation;
- to identify tools for building social trust;
- to analyze the current state of problematic issues and practices of forming social trust in Ukraine;
- to determine the motivation of the authorities in forming social trust in Ukraine;
- to reveal the formation of the system of social trust development in Ukraine;
- to study the experience of using the proposed system taking as a case some definite authority;
- to offer innovative methods of forming social trust in Ukraine.

Applied problem that the research solves. The main theoretical provisions, conclusions and recommendations can be taken into account when forming the basic principles and determining the content of state social policy.

Predicted research methods. To accomplish the tasks set in the study, a complex of general scientific and special methods are used, namely: comparison, analogy, system analysis method, content analysis; method of collecting empirical information - observation, questioning, description, comparison, scaling and others.

Practical application of the dissertation research. Scientific findings can be used in the development of scientific and methodological support of the educational process, the preparation of regulatory documents in the social sphere, the formation of structural units in the civil service.

Further investigations. Priority areas for further research should be the development of a mechanism for legislative social support in the functioning of the state social service of Ukraine.

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PUBLIC ADMINISTRATION OF INTELLECTUAL PROPERTY: ORGANIZATIONAL AND LEGAL ASPECT

Relevance of the research. Protection of intellectual property rights is one of the constitutional rights of Ukrainian citizens. Inefficient legislative system and public administration in the field of intellectual property hinder its realization. This is reflected in the level of well-being of creative citizens and Ukrainian state as a whole. In Ukrainian science little attention is paid to the problems of organizational and legal aspects of public administration in the field of intellectual property, focusing more on legal instruments and ways to protect intellectual property rights.

The system of protection of intellectual property in Ukraine does not meet modern requirements. This issue is especially relevant in the context of EU integration. Intellectual potential is one of the components of the country's competitiveness, so Ukraine needs to create the necessary conditions for its preservation.

Object of the research. Governance in the field of intellectual property is the object of study. As the aim of the research is to create an effective model of organizational and legal activities of public authorities that will manage intellectual property it is necessary to investigate the current system of public management, the legal status of public authorities, their functions and powers.

Subject of the research is organizational and legal aspects of public administration in the field of intellectual property. Legal support determines the status and powers of the authorities. It is important for the theory and practice of building an effective system of protection of intellectual property rights in Ukraine.

Theoretical problem that the research solves. The issue of the dissertation is studied not systemically in the contemporary science of public administration in Ukraine.

A lot of time has passed since the publication of the last scientific dissertations (in which this issue was considered).

The applied problem that the research solves. According to experts the new governmental agencies are ineffective. The reasons for their inefficiency are poor organizational structure and imperfect legal support. The state needs new qualitative reforms in the field of intellectual property management.

The aim of the research. The aim of the research is to create an effective model of organizational and legal work of governmental authorities that will function in the field of intellectual property.

The tasks of the research are:

- to analyze legal acts that provide public management of intellectual property and protection of intellectual property rights;
- to identify effective legal methods and tools to struggle with violations of intellectual property rights;
- to research the European experience (how the state management of intellectual property is carried out in the EU countries taking the case of 2-3 most developed countries, to determine positive experience for Ukraine);
- to develop a model of the government system that will administer the field of intellectual property (because the existing system of government cannot satisfy the needs of citizens in the protection of intellectual property).

Theoretical basis of the research. Regulatory legal acts of Ukraine are selected as a basis for scientific research. The works of scholars who conducted the research in the field of intellectual property law and in the field of intellectual property management, expert assessments are also selected for research.

Predicted research methods. The general and specific methods are used.

The use of the observation method will allow tracking changes in Ukrainian legislation in the field of intellectual property and how they are reflected in the legal activities and structure of government in this area.

The method of synthesis will allow to find out how changes in the organizational and legal system of government activities will affect the system of protection of intellectual property rights in general.

The method of analysis will allow to divide the system of public authorities and the legislation in this sphere into separate components and to determine the positive and negative sides of the components.

The method of deduction will allow to apply the general scientific provisions concerning organizational and legal activity of authorities concerning concrete divisions (department, management).

To make a comparison of the current organizational and legal systems of the intellectual property management; to make a comparison of the current organizational and legal system of the public management in Ukraine with the system that will be proposed in the research the comparative method is used.

Modeling is used to create a model of the system of public management that can be applied in practice in Ukraine.

Prognostication method will help to anticipate how the possible results of changes in the organizational and legal system of government will be reflected in the protection of intellectual property rights in general.

Practical application of dissertation research. The results of the study can be used within legal and institutional reform realization in the field of intellectual property.

Predicted findings of the research. The results of the research can show which authorities in the field of intellectual property management should function in Ukraine; what should be their legal status and powers; what changes on this issue are required by Ukrainian legislation.

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MECHANISMS OF BRAND-ORIENTED MANAGEMENT OF HIGHER EDUCATION COMPETITIVENESS OF UKRAINE

Relevance of the research. Current system of education is undergoing rapid change and challenges, that are related to the perturbation of the environment, demand and competition, as well as the restructuring of the educational market, in particular - the impact of transition from centralized to decentralized management methods in education, innovation, advanced technologies, methods and models of competitiveness management, etc. The result of these transformations is the transfer of methodological and practical principles of formation, mechanisms of functioning and development of educational activities, the leading role in the implementation of which belongs to the brand-oriented management.

The constant success of any field, and especially of education, is the presence of sustainable competitive advantages in the provision of services, which consists in the consumer's understanding of their distinctive characteristics. The solution of this problem is significantly facilitated by the use of brand-oriented management of the competitiveness of institutions in the higher education system. Brands and trademarks bring great benefits to the managers of educational institutions and to its users. That guarantees additional profits, ensuring commitment, and thus reducing the impact of competition on fluctuations in the number of consumers of educational services.

The presence of a brand and consumer loyalty show that one or another subject of the educational system is more competitive, especially under crisis conditions, and has greater advantages compared to other subjects. This significantly mitigates the reaction of consumers to possible fluctuations in the regulatory framework, opens up new opportunities for future cooperation with relevant companies (regarding employment).

The aim of the dissertation is to reveal theoretically and methodologically the mechanisms and practical measures to improve brand-oriented management of the competitiveness of higher education schools in Ukraine.

In accordance with the aim of the dissertation thesis, the following **objectives** were set and solved:

- to generalize the theoretical principles of the brand and the competitiveness of higher education institutions;
- to describe the content and environment of the brand and its importance in the education system;
- to determine the importance of brand-oriented management in increasing the competitiveness of higher education institutions;
- to analyze the trends of domestic branding development in the higher education system;
- to evaluate the effectiveness of the brand approach in the field of higher education management and to explore the application of brand-oriented management system;
- to reveal the mechanisms for the formation of a brand-oriented management system of higher education under current conditions;
- to offer organizational prospects of the brand management system and the ways to increase the competitiveness of higher education in Ukraine.

Theoretical problem that the research solves. Branding management in higher education provides the following: formalization of branding at higher education institutions; commercialization (transition to market mechanisms); promoting of branding activities at higher education institutions; professionalization of Universities branding.

Applied problem that the research solves. The dissertation reveals three levels of brand “value” formation: the first level refers to the social value of the brand; the second - to the consumer value of the brand; the third level is a long-lasting brand value.

Practical application of dissertation research. The dissertation findings can be used by higher education schools as well as education management authorities in the defining the policies on brand activity aiming to attract more clients to higher education schools.

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PUBLIC MANAGEMENT AND ADMINISTRATION IN THE SPHERE OF INVESTMENT ACTIVITIES

Relevance of the research. State investment policy is a component of economic policy of the state and plays an important role in a society. It provides opportunities: for socio-economic, cultural development of the state; for creating a decent standard of living for its citizens, in particular by attracting external and internal moral and material resources.

However, the current investment legislation is not sufficiently transparent and stable, as there is a large number of conflicts and gaps in regulations.

This necessitates the further improvement of the regulatory framework in investment and public administration of investment processes. As a result, there is a need to systematize it by adopting the Investment Code of Ukraine.

The object of the research is the state and legal regulation of investment activities.

The subject of the research is mechanisms for improving the state legal regulation of investment activities.

The main objective of the research is to develop proposals for improving the regulatory framework governing investment activities in Ukraine based on the creation of new tools (mechanisms) for state regulation of investment activities.

The main tasks of the research are:

- to carry out a comprehensive analysis of the current state of public investment management in Ukraine;
- to provide a detailed analysis of the regulatory framework governing investment activities in Ukraine;

- to identify the main shortcomings in the context of the existence of modern rule-making activities of the state in the field of investment policy;
- to analyze the experience of leading foreign countries in the context of project development.

The theoretical basis of the study consists of monographs, scholar articles, scientific works, the Constitution of Ukraine and the Laws of Ukraine, decrees of the President of Ukraine, resolutions of the Cabinet of Ministers of Ukraine and other legal acts.

Predicted research methods. In the research general scientific methods such as analytical method, structural and functional analysis, empirical method and special methods are used. The comparative legal method was used during the review and study of legal literature, analysis of domestic investment legislation. The formal-legal method was used during the study of the regulatory framework that regulates the investment activities of Ukraine and made it possible to identify the shortcomings of this legislation and proposals for its improvement.

Practical application of dissertation research. The results of the research can be of both theoretical (scientific) and practical interest, namely, they can be used:

- in the research sphere - to further overcome the problematic aspects of the legal regulation of investment activities;
- in the field of lawmaking - to improve and systematize the current legislation of Ukraine governing the investment sphere.

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MODEL OF PUBLIC MANAGEMENT IN SOCIAL PROTECTION OF SEAFARERS: WORLD EXPERIENCE FOR UKRAINE

Relevance of the research. In today's world, shipping and sailors are defined as one of the earliest and most productive globalization industries. According to experts, 90% of world trade is carried out on ships. This sphere requires qualified professionals for this activity. Seafarers themselves are considered to be a key element in international trade and international economic system. That is why for many years the World Labor Organization has used about 70 international documents, which define the main components of social protection of seafarers and the role of the state and public administration in it. First of all, social protection concerns many components: employment conditions, tax contributions for the state which is the citizenry for the seafarer and those states under the flag of which the seafarer (who is not a citizen of this state) works; living conditions of the seafarer; health care; protection of social security, pensions and worldwide recognition of all seafarers' documents; as well as the issue of repatriation.

In February 2006, the 2006 Maritime Labor Convention was adopted, which declares all the obligations of ship-owners, states and interstate relations. This convention revised and consolidated 37 existing conventions and related recommendations. It has been ratified by many countries around the world. Unfortunately, Ukraine has not ratified it. That is why the sailors of our state do not have adequate social protection. As a result, in Ukraine there is no an appropriate system of social protection. There were amendments in 2014. Ukraine was not even mentioned in these documents. There is a number of countries that did not accept the amendments, but they ratified the document in 2019, in particular: Albania, Belize, Cape Verde, Canada, China, Congo, Croatia, Cyprus,

Denmark, Djibouti, Estonia, Fiji, India, Indonesia, Islamic Republic of Iran, Jordan, Kenya, Lebanon, Maldives, Portugal, Romania, Slovakia, Thailand. The situation is the same with the amendments of 2018, which a number of states have already ratified and which are in force from 2019. In Ukraine, it is not even an issue of ratification of international documents. Thus, there is no special attention to the work of Ukrainian seafarers, especially under the flags of other countries, as well as to the model of public management of social protection of seafarers. This is especially true for marine practitioners.

In 2011, the European Commission paid special attention to the work of seafarers and their social protection, in particular, the issue of citizenship and relevant elements of social protection, the creation of working and living conditions, and so on. These are uniform requirements and norms for EU states and the conditions in which other citizens who work under the flags of EU states find themselves. These are discriminatory issues, in particular it is emphasized that there are discriminatory elements in the legislation of the Netherlands for seafarers of countries other than those who work under the Greek flag. Foreign captains are particularly discriminated in the Netherlands (low salaries, virtually no social protection, including medical care, etc.).

There are also the peculiarities of legislation in the field of social partnership. Such workers are protected by public associations, such as trade unions, which demand guarantees for foreign captains. In Denmark, on the other hand, trade unions enter into employment agreements with seafarers and provide the most favorable conditions for their citizens.

Thus, Ukrainian seafarers are completely unprotected in conditions when there is no internal labor market for them. EU seafarers have insurance and their social security conditions differ regarding the presence or absence of such insurance. Ukrainian sailors are also discriminated in this regard. In 2015, the leading media published the statements by leading trade union experts on the social protection of seafarers. It was noted that every year about 80,000 Ukrainian sailors take their places on ships under the flags of other countries. It was noted that people go to sea without guarantees of owners, social and legal protection.

The purpose of the research is scientific and theoretical justification of the need to build in Ukraine a model of public management of social protection of seafarers using modern world experience and practice of foreign countries.

The objectives of the study are:

- to generalize the existing scientific and applied approaches to the issues of social protection of seafarers in foreign and domestic publications;
- to analyze the existing models of social protection in the world and to identify the component of public administration in the models;
- to define the main elements and components of the existing models of public management of social protection of seafarers in the world;
- to study the current situation in Ukraine regarding the social protection of seafarers;
- to analyze international, domestic and other countries legislation on social protection of seafarers and their public administration;
- to offer a model (theoretical and applied) of public management of social protection of seafarers taking into account world scientific tendencies, law and practice.

The object of the research is the experience of forming a model of public management of social protection of seafarers in the world and the possibility of its application in Ukraine.

The subject of the research is the models of public management of social protection of seafarers of the world as a basis for the formation of the Ukrainian model.

The research methods. To achieve the goal of the research it is planned to use modern scientific methodology, in particular such general and special methods as:

- system analysis;
- analysis and synthesis;
- dialectical, comparative, statistical methods;
- theoretical modeling.

The information-analytical base of the research is reference literature, materials of analytical centers, various Ukrainian and foreign scientific sources, etc.

The outcomes of the research. The research is aimed at determining the basic theoretical and applied principles of:

- understanding of the model of public management of social protection of seafarers in the world;
- identification of the main elements of public management of social protection of seafarers in the world;
- identifying opportunities for associations of citizens, local self-governments and individuals to ensure social protection of seafarers;
- construction of a model of public management of social protection of seafarers for Ukraine.

Scientific novelty of the predicted outcomes. For the first time conceptual bases of the model of public management of social protection of seafarers on the basis of world experience are formulated and the model of public management of social protection of seafarers in Ukraine is developed.

A systematic approach to public management of social protection of seafarers; structure and methodology of management activities in public administration will be improved.

The theory and methodology of public administration in terms of the characteristics of the model of public management of social protection of seafarers in Ukraine; conceptual apparatus of public administration by introducing such categories as “public management of social protection of seafarers”, “model of public management of social protection of seafarers”; understanding of social protection of seafarers in Ukraine, based on the adaptation of world experience for the formation of sustainable development of the state will receive further development.

Наукове видання

NEW INSIGHTS IN PUBLIC ADMINISTRATION

Нове розуміння публічного адміністрування

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