

THE PARADIGM OF THE STATE REGULATORY POLICY

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Modern realities of the domestic economy define the need to explore trends, select tools and form mechanisms of regulatory policy. All this determines the expediency of studying the concept of regulatory policy, the ways to enrich it and define the trends in the paradigmatic foundations of the regulatory policy. The paradigm, including the regulatory policy, can be represented as a system which is characterized by theoretical laws, categories, standards, methods, and is practically oriented. The content of the concept of regulatory policy has been defined, the essence of the regulatory policy paradigm has been presented. The researchers' opinions concerning the essence of the regulatory policy paradigm have been reviewed, peculiarities of the paradigmatic manifestations in the Ukrainian society have been characterised. Three stages in the development of public policy have been determined, these stages being notable for the following features: the development of new regulatory legal acts and the definition of a state's new regulatory policy; legislative upholding of the essence, principles, mechanisms, methodologies of the state regulatory policy (legal regulation). It has been found out that the latest, the third stage of the modern governance development began in 2011. This stage of economic development is characterized by the globalization and integration into the world space and openness of Ukraine's economy. The goal of the regulatory policy has been defined as strengthening the integration ties of the national economy with the world economy and basing it on the principles of social partnership, trust, social responsibility of all actors. The main components and concepts of the paradigm as a methodological model of the analysis have been generalised and the complexity of the paradigm model of a state's regulatory policy has been noted to necessitate further investigation of factors and media impact, as well as practical mechanisms for implementing the regulatory policy.

Keywords: regulatory policy, state, paradigm, instruments, regulatory policy mechanisms, methodology.

ПАРАДИГМА РЕГУЛЯТОРНОЇ ПОЛІТИКИ ДЕРЖАВИ

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Сучасні реалії вітчизняної економіки визначають потребу у вивченні тенденцій, виборі інструментів і формування механізмів регуляторної політики держави. Усе це обумовлює доцільність розгляду концепції регуляторної політики, її збагачення та визначення тенденцій парадигмальних основ регуляторної політики країни. Парадигму, у тому числі регуляторної політики, може бути подано як систему, яка характеризується теоретичними законами, категоріями, стандартами, методами та є практико-орієнтованою. Визначено зміст концепції регуляторної політики, наведено сутність парадигми регуляторної політики держави. Оглянуто точки зору дослідників щодо визначення сутності парадигми регуляторної політики країни, охарактеризовано особливості парадигмальних виявів в українському соціумі. Визначено три етапи розвитку державної політики, які відрізняються такими особливостями: розробленням нових нормативно-правових актів і визначенням нової регуляторної політики держави; законодавчим закріпленням сутності, принципів, механізму, методики регуляторної політики держави (правового регулювання). З'ясовано, що останній, III етап сучасного розвитку державного управління почався у 2011 році. Цей етап розвитку економіки характеризується глобалізацією та інтеграцією у світовий простір і відкритістю економіки України. Установлено, що метою

регуляторної політики має стати посилення інтеграційних зв'язків національної економіки зі світовим господарством і ґрунтуванням її на принципах соціального партнерства, довіри, соціальної відповідальності всіх суб'єктів. Узагальнено основні складові частини та поняття парадигми як методологічної моделі аналізу та зазначено, що складність і комплексність парадигмальної моделі регуляторної політики держави обумовлюють необхідність у подальшому дослідження факторів та середовищ впливу, а також практичних механізмів реалізації регуляторної політики.

Ключові слова: регуляторна політика, держава, парадигма, інструменти, механізми регуляторної політики, методологія.

ПАРАДИГМА РЕГУЛЯТОРНОЇ ПОЛІТИКИ ГОСУДАРСТВА

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Современные реалии отечественной экономики определяют необходимость в изучении тенденций, выбора инструментов и формирования механизмов регуляторной политики государства. Все это обуславливает целесообразность рассмотрения концепции регуляторной политики, ее обогащения и определения тенденций парадигмальных основ регуляторной политики страны. Парадигма, в том числе регуляторной политики, может быть представлена как система, которая характеризуется теоретическими законами, категориями, стандартами, методами и является практико-ориентированной. Определено содержание концепции регуляторной политики, представлена сущность парадигмы регуляторной политики государства. Дан обзор точек зрения исследователей на определение сущности парадигмы регуляторной политики страны, охарактеризованы особенности парадигмальных проявлений в украинском социуме. Определены три этапа развития государственной политики, которые отличаются следующими особенностями: разработкой новых нормативно-правовых актов и определением новой регуляторной политики государства; законодательным закреплением сущности, принципов, механизма, методики регуляторной политики государства (правового регулирования). Выяснено, что последний, III этап современного развития государственного управления начался в 2011 году. Данный этап развития экономики характеризуется глобализацией и интеграцией в мировое пространство и открытостью экономики Украины. Установлено, что целью регуляторной политики должно стать усиление интеграционных связей национальной экономики с мировым хозяйством и базированием ее на принципах социального партнерства, доверия, социальной ответственности всех субъектов. Обобщены основные составляющие и понятия парадигмы как методологической модели анализа и указано, что сложность и комплексность парадигмальной модели регуляторной политики государства обуславливают необходимость в дальнейшем исследовании факторов и сред влияния, а также практических механизмов реализации регуляторной политики.

Ключевые слова: регуляторная политика, государство, парадигма, инструменты, механизмы регуляторной политики, методология

Sustainable economic development is unimaginable without deep changes in the entire economic system. The application of the methodology of institutionalism is the most effective for the given research directions and mechanisms for implementing regulatory policy. This is because the methodology is complex and systemic in nature and allows researchers to analyze the process through a number of factors, determinants, evolutionary patterns and characteristics of national economy. Therefore, the rationale for application of the methodology of institutionalism as a scientific theoretical foundation of state regulation of the economy becomes relevant.

In foreign and domestic researches one can find works on the methodology of institutionalism. D. North [1]

analyzes the institutional changes and the economy; O. Gritsenko [2] determines the state places in the institutional environment; O. Prutska [3] considers economic behavior on the bases of the institutional approach; O. Nosova [4] explores the areas of the institutional reform in post-Soviet countries; T. Golikova and V. Melnic [5] analyze deregulation as a way to improve the quality of the institutional environment. Further study on updating the formation of institutional support for state regulation of the economy is needed.

The analysis of scientific publications revealed the significant scientific and practical interest of researchers to the institutionalism theory and its application to the study of the current economic problems of state regulation.

One of the main subjects of the institutional environment is the state, which through its functions realizes economic, social, administrative and other policies. According to O. Gritsenko "as a special kind of institution, the state creates an institutional corset supporting the market environment in the required form" [2, p. 78]. A significant role in shaping the institutional arrangements is played by the state and the quality of the institutional environment is determined by the state regulatory policy.

When analyzing the economic paradigm of innovation formation N. Mamontova [6, p. 76] notes that "the weak point of the modern paradigm is not false methods, but too simplified representation of the object being studied". Thus, determining the current paradigm of the regulatory policy requires a deeper analysis of institutions, rules, principles from the perspective of historical development. It will help find necessary methods and tools for effective government regulation of the economy.

The most generalized concept of institutions was introduced by D. North, who identified the following groups:

- informal constraints (traditions, habits, social conventions);
- formal rules (legislative and administrative acts, judicial decisions);
- enforcement mechanisms that ensure compliance with the rules (judiciary, law enforcement, etc.) [1].

An important role of institutions is given to ownership, because ownership determines the relationship between subjects in society. Analysis of the scientific research on the institutionalism methodology revealed that the main institutions include the following: traditions, habits, religion, property, family, mentality, culture, etc. In the modern sense the concept of the institute is slightly expanded and it also includes organizations and institutions that deal with regulatory activities within its competence. The main body is the State Regulatory Service of Ukraine.

Environment institutions reduce uncertainty by establishing a stable structural interaction between people [1]. Thus, all institutions interact in close contact with each other and should take into account the interests of the whole society. Note that institutions provide the foundation for understanding the historical process of an economic object (process) and selecting the most effective tools and means of economic regulation.

It is impossible to ignore these transformational process changes because they make a threat to the policy goals and objectives [7, p. 4].

The authors share the opinion of O. Nosova who noted that "the potential economic growth of the state, achievement of higher rates of economic and social development depends more on institutions" [4, p. 261–262]. Institutions determine the basis and are more important for ensuring effective economic policy than the parameters set by the environment in the context of globalization.

In the authors' opinion, the emphasis on such institution as the institution of social partnership offered by N. Olenstevych is important. She indicated: "Social partnership can serve an effective tool of combination of economic efficiency and social justice in society. The decisive role here should be played by an adequate deliberate government policy aimed at promoting social dialogue" [8, p. 466–467]. Social partnership must be considered as a real mechanism of creation and functioning of civil society, where servicing management within the rules established by society is a means of sustainable national development, unity and enrichment of various self-sufficient forms and elements of this development.

The formation and further development of institutions depend on the economic reforms conducted in the country. However, it should be noted that reforming the country faces a number of problems caused by an insufficient attention to issues regarding the state's role in the creation and operation of institutions.

Specific efforts of the state should be determined by national characteristics and state of the economy at any given

time. The adaptation of institutions tested in other countries to new conditions takes place in different countries at a different pace and with different efficiency [3, p. 221].

Government actions to ensure the functioning of the institutions should be based on the ideology of "serving the people" and interests of citizens that can be achieved through the mechanism of social partnership.

A. Prutska said that "one of the mechanisms for providing feedback in the economy should be the institution of responsibility. The availability of the institution of responsibility does not only provide doing business full-bore, but also taking into account the interests and expectations of contractors and in accordance with the rules established by the state" [3, p. 139]. It must be emphasized that there must be not only a social responsibility, but also a public responsibility – the responsibility of government for violation of the advocacy of human rights and business entities.

Consequently, the economic development of the sustainable development strategy of Ukraine should determine the social partnership as a key priority and the mechanism of accumulation and realization of economic, social and cultural potential of the nation. With the association of ideas, efforts and resources of various business entities it is necessary to solve the most urgent and most pressing socio-economic problems of the nation welfare.

The authors also share the opinion of A. Yatsyuk, who states that "the state should play a coordinating and consolidating role, act as a subject of the necessary institutions formation, to be the creator of the environment for the free exchange of information between social groups and be a guarantor of human rights and the proper functioning institutions that provide their implementation" [7, p. 9].

When forming the paradigm of social and economic development, which is based on the sustainable economic development, the key factors (tools, means) acquire more importance in government regulation of economic life. The main instruments of regulatory policy are such traditional instruments as taxes, tariffs, quotas, privileges, etc. The levers of regulation should be aimed at protecting and supporting the national economy, which is transformed. One should also pay attention to the new regulations of economy.

Thus, the institutional establishment in Poland showed that it was important to "provide significant independence to core economic actors, increasing the autonomy of state enterprises while limiting government intervention" [4, p. 267].

Institutional barriers that are the characteristic of Ukraine's economy, adversely affect the performance of particular economic agents and the economy in general. "Ukraine is paralyzed by a huge amount of regulations" [9]. According to the ranking of ease of doing business "Doing Business" Ukraine ranked the 87th place [10]. Despite the fact that the rating position has slightly improved, it still remains low. Swollen bureaucracy is one of the main hindrances to economic development and business environment in Ukraine. The relationship of government and business is not in the circle of social partnership. Constant control and restrictions on doing business – all these restrain socio-economic development.

Foreign experience in regulatory policy proceedings demonstrates the need to abolish barriers and crossings of economic agents. It is obvious that political and economic conditions are different in different countries. Each country has a unique history of development, deregulation and so has a special character.

According to [9] "a consistent, systematic and transparent deregulation is the most effective method to detect and eliminate destructive regulations that block economic development and scare international investors away".

In Ukraine there was an attempt to introduce a "regulatory guillotine" (accelerated review of regulations) in 2005, 2008 and 2011. According to the results of public monitoring of the reform of 2011 the deregulation of business activities through an accelerated review of regulatory acts adopted by officials and local government has failed [10, p. 89].

Factors that negatively affected the conduct of the reform are the following:

- an unreasonably shortened period of rapid review;
- lack of proper logistical support of local authorities;
- significant amount of documents that must be reviewed in the process of the "regulatory guillotine";
- lack of experienced professionals of regulatory policy;
- lack of business associations, academic institutions and specialized NGOs in villages, small towns and cities, etc. [10, p. 88].

The result of any reform should be an effective economic system that has not been formed in Ukraine yet. "Ukrainian experience of reforms impresses with its foregone opportunities" [10, p. 84].

It must be stressed that during the reform of 2011, the state did not create the conditions for institutional and organizational support, which led not only to the failure of reform, but did not create favorable conditions for the future.

Today considerable experience in developing a deregulatory reform of the economic system is available and can be applied to Ukrainian realities. The use of foreign experience of reforms requires implementing the conditions of national economy.

The authors believe that the success of the deregulation of the economy is not possible without ensuring conditions of institutional environments. Further administrative reform which has begun in Ukraine is obvious. The reform of power decentralization should ensure the elimination of bureaucracy and deregulation at the regional level. Staffing issues of civil servants are urgent, because the lack of reformer leadership and highly-qualified civil servants of the executive bodies (decision-makers within the reform) has a negative impact on the reform of deregulation.

The reform of deregulation, the decentralization reform and the administrative reform should be conducted in close connection based on the goals and objectives of deregulation through the implementation of rules of interaction within departments that should together minimize administrative barriers. The authors are convinced that only a complex interaction of institutions will help to achieve this goal and create a regulatory system that both protects the public interest and contributes to economic growth, and ensure the approaching of the regulation norms to the EU standards.

To overcome the negative trends developed in Ukraine, the problem of creating such an institutional system that will actualize the regulatory function of the state and provide the basis for the implementation of regulatory policy should be solved.

The result of the study is the necessity of formation and development of the institutional environment as the basis for state regulation of the economy and the impact of reforms. The institute of social partnership is determined as an effective mechanism for civil society functioning and functioning of institutions in the ideology of "serving the people". To ensure the democratic principles of relationship between the society and authorities, to restore confidence in the government and improve the political situation are the urgent public responsibilities. During the socio-economic development of Ukraine and related reforms, a top priority of government regulation should be given to the creation and operation of the institutional environment of the national economy. An important area of providing the institutional system quality, favourable environment for entrepreneurship and improvement of business climate in Ukraine is deregulation.

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*Стаття надійшла до ред.
12.05.2016 р.*

УДК 35.074.5

JEL Classification: Z1; Z13

THE GENERATION THEORY: A CROSS-CULTURAL APPROACH

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The challenge for management in all sectors of business comes from a clash of generations: a conflict of behaviors, values, expectations and attitudes. On the other hand, when meeting similar problems, people of the same age do not always keep to similar value systems and behavior because they are representatives of different national cultures. These national value systems together with the age factor are the drivers of behavior and attitudes, and very important layer of culture that is defined in cross-cultural management. The methodology of the survey is based on researching and analyzing relevant literature mainly from foreign as well as domestic sources which are focused on the cross-cultural management and the generation theory. Each generation encompasses a series of years after birth spanning roughly the period of time to become an adult. But the key factor of forming each generation is the list of values set at the subconscious level of a personality, at the age of 12 – 14 years through education, social, economic, political and technological environment. Combining the basic aspects of cross-cultural management (the layers of culture and their influence on personality) with the generation theory has made it possible to identify the features of cross-cultural profiles of modern managers of different generations.

Keywords: cross-cultural management, national culture, layers of culture, generational theory, value system.