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DIRECTIONS OF MODERNIZATION OF STATE AUTHORITY BODIES ACTIVITIES IN THE CONDITIONS OF THE INFORMATION SOCIETY IN EUROPEAN INTEGRATION CONTEXT
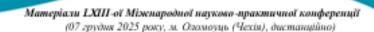
The pace of economic development, improvement of investment attractiveness, creation of new jobs and improvement of the level and quality of life of the population of the state depend on the speed of integration of the country into the digital space. Ukraine needs to develop the information society, focusing on the constitutionally recognized path of European integration, standards and goals of the European Union. The information society is a factor influencing changes in the activities of state authorities, today all developed countries have legally approved national strategies for building an information society and systematically contribute to the further development of its elements, while in some countries an important problem is information inequality, a significant lag in this area, the threat of which is that these countries become dependent on developed countries.

The development of the information society of Ukraine is influenced by foreign information and communication factors; in certain areas of the information society, special regulations have been adopted at the international level, which have become international standards of public information relations.

Modernization is increasing use to describe the processes taking place in the modern global information society. Modern information and communication technologies and innovative communication services provided by the Internet are increasingly becoming a source of social transformations in all spheres of public life. Multidimensional administrative systems are no exception, especially in the sphere of communication between the state and citizens.

Since 2019, an EU mission has been operating in Ukraine to assess the approximate state of Ukraine's legal and institutional capacity in the digital space. The first two steps and the updated roadmap resulted in a joint Ukraine-EU action plan for Ukraine's integration into the EU Digital Joint Market (DJM). The DJM is the free movement of persons, services and capital, free access to online activities of individuals and legal entities, free competition and a high level of protection of consumer rights and personal data regardless of citizenship or location. The formation of the DJM is not yet complete, which opens up unique opportunities for Ukraine to

advance digital integration. Ukraine's strategic goal is access to the internal market in the field of electronic communications.

Therefore, Ukraine's integration into the DJM, including access to the internal market in electronic communications, is one of the most important, ambitious and at the same time practical tasks and must be implemented using all available tools. A necessary prerequisite for the development of an effective digital economy and digital market in Ukraine and further integration into the EU's DJM Strategy.

European experience shows that e-government tools can significantly improve the quality of services for individuals and legal entities, increase the openness, transparency and efficiency of state and local government.

The success of the digitalization process in Ukraine opens up strategic prospects in the European direction. Ukraine has made significant progress in launching a large-scale digital transformation of service delivery systems and management processes at the state and local levels: the e-government system has expanded; the «Diia» portal has gained popularity and become a tool for citizens to communicate with authorities (according to [1], the number of visitors has increased from 2.5 million (in 2020) to more than 23 million at the beginning of October 2025); mutual recognition of electronic trust services with the EU (the EU4DigitalUA project initiated the development of a single national electronic permitting system e-Permit [2], which digitizes licensing and permit procedures); cooperation within the framework of the EU technical assistance project «Digital Policy Support for Ukraine» and «Digital Visa-Free Regime»; implementation of a package of proposals for updating the EU policy initiative «Digital Education Action Plan (2021-2027)»; expanding the implementation and improvement of the functioning of e-government systems, taking into account best European practices and the experience of e-government in the EU; development of regulatory and legal conditions to increase the level of security and protection of consumers' personal data in accordance with relevant EU requirements and directives [3]; establishment of standards and protocols to ensure interoperability between various digital systems of public authorities and their interaction with the private sector; stimulation of the development of technological innovations and support for digital startups through investments, support for entrepreneurship and creation of a favorable ecosystem for the development of technologies; development of tools for electronic participation of citizens in public administration processes, such as e-voting, online consultations and petitions; support for initiatives to develop digital education among the population and civil servants to increase their competence in the field of ICT and digital technologies.

The development of the information society and the transformation of the system of state authorities in the context of Ukraine's European integration should take place through integration into the EU digital space and harmonization with European digital standards in the following areas:

harmonization of electronic identity documents (development of national action plans for the mutual recognition of electronic identity documents; piloting harmonized cross-border electronic signatures; development of a regulatory framework for the regulation and legalization of electronic identity cards; legislative definition of the need for DJM as a component of electronic documents; support for national providers of electronic trust services regardless of market fluctuations and trends; development of a plan for the implementation of Ukraine's cybersecurity strategy taking into account the requirements of the Directive on Security of Networks and Information Systems; development of electronic cross-border trust services; harmonization of the identification system based on the «Diia» application with other regions);

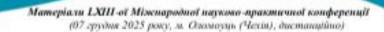international information exchange;

harmonization of digital legislation (development and adoption of legislation on electronic communications taking into account the new European Electronic Communications Code; ratification of the Council of Europe Convention on Cybercrime; development of a concept for reforming the personal data protection system in Ukraine and preparation of draft laws in accordance with changes in European legislation; implementation of the provisions of the Association Agreement on digitalization and functioning of the digital market; ensuring the implementation of the strategy for integration into the EU DJM; promoting the development of regional crowdfunding and P2P financing within the framework of the EU4Digital program by harmonizing the legislative framework of Ukraine with EU legislation and supporting its integration into European platforms and networks);

inclusion in the international digital infrastructure (participation in the Three Seas Digital Highway project); integration and data exchange with EU platforms to ensure life;

ensuring digital rights (harmonization of digital rights with EU best practices; ensuring digital rights as a mandatory part of the constitutional rights of Ukrainian citizens; resolving ethical issues related to digitalization, open data, and the use of biotechnology and high technologies).

Ukraine, which has made significant progress in recent years on the path of digital transformation and e-government, facing the modern challenges of the digital age, is also working on the development of Ukrainian legislation on electronic trust services, electronic communications, information and media literacy, e-government and the digital economy. At the same time, the existing regulatory framework for the development of the IT sector and the information society requires further modernization. Ukraine has a strategic goal to adapt the existing model of the public administration system to the needs and realities of today, relying on international experience in introducing mechanisms for involving citizens in public policy using ICT and actively promoting electronic forms of participation. Society needs a

comprehensive structural and functional transformation of the Ukrainian administrative system, establishing a dialogue between society and the authorities on public policy issues in the context of the development of the information society.

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