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INNOVATIVE APPROACHES TO INCREASING THE EFFICIENCY OF PUBLIC ADMINISTRATION

Reformation systems public management in Ukraine by innovative development provides transparency and openness activities organs public authorities on all levels, formation trust to them, implementation effective mechanisms interactions state, business and institutes civil society. Formation states public welfare causes necessity use innovative methods set-up effective interactions between institutes public management, implement state public innovation, improvement style state - administrative activities under time solution public problems for increase efficiency functioning organs public authorities and software their functioning as the only one systems. It is innovative management in the public sphere that has a formative influence on the processes of public relations, contributes to the streamlining of management activities and the creation of an innovative environment for the functioning of public authorities.

To fulfill its functions regarding social orientations of transformational changes civil society, public administration constantly introduces innovations in the public sphere that provide fundamentally qualitative changes, the basis of which are new strategies for innovative development of the public administration system, oriented towards the needs of society and the population. To increase the efficiency and effectiveness of public administration, strengthen the responsibility of public authorities for providing quality services to the population, it is necessary to constantly adapt public innovations, which will entail the use of a wide range of innovative methods, technologies and tools of public administration.

Numerous researchers, including: M. Andrienko, A. Dorosh, A. Kolodiy, V. Solovykh, L. Lukashuk, K. Kravchenko, and others, have devoted their attention to the urgent problems of increasing the efficiency of the modern public administration system at various levels of government. The directions of introducing innovations in the public sphere are considered in the works of modern Ukrainian scientists: V. Bakumenko, Ya. Dybchynska, K. Pollitt, S. Popok, T. Mamatova, G. Panchenko, G. Pylypenko, O. Fedorchak, I. Shovkun, and others. However, the need to accelerate the modernization of the existing public administration system and constant changes in social processes require new research in the field of studying and implementing innovative approaches to increasing the efficiency of public administration.

The purpose of this study is to identify priority innovative approaches to increasing the efficiency of public administration based on the integration of advanced innovative practices and their adaptation to the realities of Ukraine to improve governance at all levels, from local communities to the national government, while ensuring that management decisions meet modern requirements of citizens.

The prospects for increasing the efficiency of public administration in Ukraine, by using the most optimal experience of introducing public innovations of leading countries in the world, require taking into account the problems that the country's public administration is facing today. The list of problems should include security challenges, existing economic disparities between regions regarding sustainable development, reforming local government when implementing changes in political decentralization, insufficient transparency in the activities of state authorities, and the influence of information technologies and rapid digitalization in society.

The modern development of public administration is influenced by the public administration of European countries, moderate European integration, decentralization of government bodies, information openness, new personnel policy, focus on performance, and martial law, which forced public administrators to reorganize towards performing additional functions with cost minimization [1, p. 558].

Any analysis of tools and strategies in the field of public administration, which claims to be systematic, requires, first of all, the identification and systematization of advanced practices and innovative approaches in public administration, which have already been adapted or could be adapted to improve the living conditions of the population and effectively solve regional problems in Ukraine. In addition, the analysis of modern approaches allows us to assess the possibilities and limitations of their application in the context of Ukrainian specificity [2, p. 145]. Innovation management in Ukraine is carried out on the strategic principles laid down in the National Innovation System. The latter is a document that covers a set of legislative, structural and functional components (institutions) that are involved in the process of creating and applying scientific knowledge and technologies and determine the legal, economic, organizational and social conditions for ensuring the innovation process [3, p. 66].

The following main directions of implementing innovations in the public administration system can be distinguished, which are associated with the reorientation of public administration to the regulation of social modernization processes and the formation of socially oriented market relations: constitution, as the main management principle, of human sovereignty as a citizen and a subject of socio-economic relations; public authorities acquire the status of subjects of socially oriented market relations, which leads to the elimination of the monopoly position of authorities; bureaucratic mechanisms are changed to mechanisms of market orientation in the process of making and implementing management decisions; replacement of efficiency criteria, during which there is a transition from the cost principle to the effective one; shifting the priorities of the management process; change of control mechanisms (priority should be given to external, public forms of control over internal ones). Implementing innovations taking into account the above will not only strengthen Ukraine's resilience

to current and future external challenges, but will also contribute to the development of more sustainable and effective public administration.

This highlights the need to integrate innovative approaches into strategic planning in the public administration sector, thereby ensuring effective implementation of tasks in emergency situations. It is important to note that the ability to quickly adapt and transparency of decisions in public administration are crucial for maintaining the stability and development of the state during martial law and during the reconstruction.

The active use of digital tools for monitoring and analyzing data will help the government respond more flexibly to changes in citizens' needs, as well as increase the transparency of government actions. Strengthening ties between the state and the population through social media and other online platforms can contribute to increasing public trust in public authorities and improving the quality of public services. Therefore, with the aim of further effective integration of Ukrainian society into the European one, including by improving the system of providing public services, it is necessary to form a new model through the use of appropriate scientifically based and normatively defined tools based on the introduction of modern technologies of network interaction, in particular information and communication technologies. The use of the latest information and communication technologies in the process of providing public services contributes to the development of open and transparent public administration. Despite the wide implementation and high popularity of e-services in the world, there are still differences between different countries in the approaches to implementing electronic governance in their activities. Any assessment of the development and effectiveness of the application of management technologies of electronic government in the process of providing public services is subjective and based on assumptions, because the receipt of electronic services is uneven and does not involve the receipt of profit.

The implementation of innovative technologies requires a comprehensive approach that takes into account not only technical aspects, but also socio-economic factors that affect the effectiveness of public administration. Given the challenges facing Ukraine, it is important to continue developing digital infrastructure and improving professional competencies of public servants. Innovative technologies such as artificial intelligence, blockchain, and the Internet have the potential to significantly improve the quality of public services, but this requires systemic changes in public sector management processes.

References:

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