



**Scientific Center of Innovative  
Researches  
(Tallinn, Estonia)**



**Kryvyi Rih  
National University  
(Kryvyi Rih, Ukraine)**



**International Innovative  
Educational Technologies  
(Kryvyi Rih, Ukraine)**

**2<sup>nd</sup> International Conference on**

**Relationship between public  
administration and business entities  
management**

**November 12, 2022  
Tallinn**

## CONFERENCE ORGANIZERS AND SPONSORS:

Scientific Center of Innovative Researches OÜ (Estonia)  
Kryvyi Rih national university (Ukraine)  
National Forestry University of Ukraine (Ukraine)  
AMET Business School (India)  
Hryhorii Skovoroda University in Pereiaslav (Ukraine)  
Selcuk University (Turkey)  
Kırıkkale University (Turkey)  
State University of Trade and Economics (Ukraine)  
Open International University of Human Development "Ukraine" (Ukraine)  
Jadara University (Jordan)  
University of Customs and Finance (Ukraine)

## CONFERENCE COMMITTEES

### Conference Chair

**Iryna Mihus**, Doctor of Science (Economics), Professor, KROK University, Ukraine; Scientific Center of Innovative Researches OÜ, Estonia

### Organizational committee

1. [Ph.D. Viktoriya Adamovska](#), Kryvyi Rih National University, Ukraine
2. [Prof. Katarina Chovancova](#), Matej Bel University in Banská Bystrica, Slovakia
3. [Ph.D. Andrii Lipentsev](#), National Forestry University of Ukraine, Ukraine
4. [Ph.D. Sandeep Kumar Gupta](#), AMET Business School, India
5. [Dr. Volodymyr Panchenko](#), Volodymyr Vynnychenko Central Ukrainian State Pedagogical University, Ukraine
6. [Dr. Farouq Ahmad Faleh Alazzam](#), Jadara University, Jordan
7. [Dr. Jolanta Góral-Pórola](#), Staropolska Akademia Nauk Stosowanych w Kielcach, Poland
8. [Dr. Vitalii Kotsur](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine
9. [Ph.D. Yuliia Honcharova](#), State University of Trade and Economics, Ukraine
10. [Prof. Oleksandr Akimov](#), Shupyk National Healthcare University of Ukraine, Ukraine
11. [Dr. Agata Woźniak-Krakowian](#), Filologiczno-Historyczny of Jan Długosz University, Poland
12. [Ph.D. Vyacheslav Riznyk](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine
13. [Dr. Oksana Parkhomenko-Kutsevil](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine
14. [Dr. Tykhon Yarovoi](#), Open International University of Human Development "Ukraine", Ukraine

### Program Committee

1. [Prof. Waldemar GAJDA](#), Warsaw Management School, Poland
2. [Dr. Olha Antonova](#), University of Customs and Finance, Ukraine
3. [Dr. Marta Kopytko](#), Lviv state university of internal affairs, Ukraine
4. [Prof. Volodymyr Marchenko](#), H.S. Skovoroda Kharkiv National Pedagogical University, Ukraine
5. [Dr. Marta Karpa](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine
6. [Dr. Oleksandr Poprotskyi](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine
7. [Dr. Zoryana Buryk](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine
8. [Dr. Viktor Kotsur](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine
9. [Dr. Lyudmila Paraschchenko](#), KROK University, Ukraine
10. [Dr. Mykola Denysenko](#), Kyiv National University of Technologies and Design, Ukraine
11. [Ph.D. Yana Koval](#), State university of trade and economics, Ukraine
12. [Ph.D. Vira Shepeliuk](#), Kryvyi Rih National University, Ukraine
13. [Ph.D. Oksana Kovtun](#), Hryhorii Skovoroda University in Pereiaslav, Ukraine

## **The Program** **(November 12, 2022)**

- 11:00 AM - **Dr. Iryna Mihus:**  
11:10 AM *Welcome speech to the conference participants from the founder of the Scientific Center of Innovative Researches OÜ, Estonia*
- 11:10 AM - **Ph.D. Viktoriya Adamovska:**  
11:15 AM *Welcome speech to the participants of the conference from the Head of the department of Accounting, Taxation, Public Government and Administration of the Kryvyi Rih National University, Ukraine*
- 11:15 AM - **Dr. Vitalii Kotsur:**  
11:20 AM *Welcome speech to the participants of the conference from the Rector of the Hryhorii Skovoroda University in Pereiaslav, Ukraine*
- 11:20 AM - **Keynote Speaker:**  
11:35 AM **Dr. Sandeep Kumar Gupta**  
*Ph.D. (B.H.U.), FDP (IIM, Indore), ADP (Wharton School, USA) QIP (IIT BHU), AMET Business School, AMET University, Chennai, India*
- 11:35 AM - **Keynote Speaker:**  
11:50 AM **Dr. Recep Yucel**  
*Professor of Management and Organization, Faculty of Economics & Administrative Sciences, Kirikkale University, Kirikkale, Turkey*
- 11:50 AM - **Keynote Speaker:**  
12:05 PM **Dr. Şebnem Yücel**  
*Professor, Professor of Healthcare Management and Organization, Faculty of Health Sciences, Healthcare Management, Selcuk University, Konya, Turkey*
- 12:05 PM **Keynote Speaker:**  
12:20 PM **Dr. Volodymyr Tokar**  
*Professor, Professor of Department of Software Engineering and Cybersecurity, State University of Trade and Economics, Kyiv, Ukraine*
- 12:20 PM **Keynote Speaker:**  
12:35 PM **Dr. Hisham Jadallah Mansour Shakhathreh**  
*Assistant Professor, Faculty of Law, Jadara University, Jordan*
- 12:35 PM **Dr. Rajiv Ratan**  
12:50 PM *Associate Professor, RBS Management Technical Campus, Agra, India*
- 12:50 PM **Oksana Tynkovan**  
01:05 PM *PhD in P.A., University of Customs and Finance, Ukraine, Docent of Public Administration and Customs*
- 01:05 PM **Mr. Prajit A.**  
01:20 PM *MBA Student, AMET Business School, AMET, Chennai, India*
- 01:20 PM **Dmytro Tkach**  
01:35 PM *Postgraduate student, KROK University, Kyiv, Ukraine*

01:35 PM  
01:50 PM

**Sripal Srivatava**  
*Research Scholar, Galgotias University, Grater Noida, India*

01:50 PM  
02:05 PM

**Hanna Vyshniak**  
*Master degree student, Kryvyi Rih National University, Kryvyi Rih, Ukraine*

02:05 PM  
02:20 PM

**Discussion of the conference results**

02:20 PM  
02:30 PM

**Coffee Break**

**Workshop**  
**«The influence of emotional intelligence on business and government relations»**

02:30 PM  
04:00 PM

**Irena Spivak**  
*Diploma (Mind body psychotherapy), M.A. (Statistics), B.A. (Economics), Business  
Trainer, Life Coach, POC (proof of concept), Israel*

## CONTENT

<b>INTRADUCTION</b>	11
<b>SECTION 1. GENERAL PRINCIPLES AND PRACTICE OF PUBLIC ADMINISTRATION</b>	12
STATE POLICY OF SOCIAL PROTECTION OF VETERANS OF MILITARY SERVICE AND COMBATANTS IN UKRAINE <i>Ivan Tymochko</i>	13
ACTIVITIES OF THE STATE AGENCY FOR TOURISM DEVELOPMENT DURING MARTIAL LAW IN UKRAINE: PUBLIC ADMINISTRATION ASPECT <i>Marta Karpa, Ihor Blashchak</i>	16
DECARBONIZATION AS A COMPONENT OF THE PROGRAM OF SUSTANAIBLE DEVELOPMENT OF A METALLURGICAL ENTERPRISE <i>Vitalii Oliukha</i>	18
EMOTIONAL INTELLIGENCE AS AN IMPORTANT COMPETENCE FOR MANAGERS OF PUBLIC ADMINISTRATIONS AND A FACTOR OF PERFORMANCE AND EFFICIENCY OF PUBLIC ADMINISTRATION <i>Viktoria Adamovska, Sergiy Ionak</i>	21
IMPROVEMENT OF PUBLIC REGULATION OF EXTERNAL ECONOMIC SECURITY OF UKRAINE <i>Mykola Ishchenko, Katerina Kolomatska</i>	23
THE CONCEPT OF GOOD GOVERNANCE AS AN EXAMPLE OF A NEW MODEL OF PUBLIC ADMINISTRATION IN UKRAINE <i>Ievgeniia Mishchuk, Hanna Vyshniak</i>	25
CEE countries selection management in clinical trials - issues of interaction with the Sponsor and Regulatory Authority (RA)/Central/Local Ethic Committees (CEC/LEC) <i>Polad Amrakhov</i>	28
REGULATORY ENSURING THE PROCESS OF PROMOTING REGIONAL DEVELOPMENT IN UKRAINE <i>Denys Shevchenko, Anastasia Obelchak, Svitlana Arkhypenko</i>	30
STAKEHOLDERS AS CONTRACTORS OF CIVIL SOCIETY IN THE SPACE OF PUBLIC POLICY <i>Svitlana Arkhypenko</i>	33
DIRECTIONS OF UKRAINIAN REGIONS ECONOMIC DEVELOPMENT IN CRISIS <i>Yuliia Holovchuk</i>	35
APPLICATION OF DESIGN-THINKING PRINCIPLES IN PUBLIC ECONOMIC ADMINISTRATION <i>Iryna Radionova, Yuliia Malkovska</i>	38
LOCAL SELF-GOVERNMENT IN UKRAINE DURING MARTIAL LAW: NEW CHALLENGES AND WAYS OF DEVELOPMENT <i>Oksana Tynkovan</i>	41
RELATIONSHIP BETWEEN UKRAINIAN PUBLIC ADMINISTRATION AND BUSINESS ENTITIES MANAGEMENT DURING THE RUSSIA-UKRAINE WAR: WHAT SHOULD BE DONE?	43

*Volodymyr Tokar*

BRAND AND GOODWILL AS FACTORS OF MEDIATED CORPORATE LOBBYING IN TODAY'S CONDITIONS <i>Tykhon Yarovoi</i>	45
DIRECTIONS OF PUBLIC ADMINISTRATION REFORM IN THE CONTEXT OF ECONOMIC DEVELOPMENT OF UKRAINE <i>Vira Dabizha, Valerii Chornyi</i>	48
GOOD GOVERNANCE PRINCIPLES IN TOURISM SECTOR DURING THE WAR: THE WAYS OF IMPLEMENTATION AND LESSONS LEARNED <i>Mariia Rastvorova</i>	52
DIRECTIONS OF IMPROVING PERSONNEL MANAGEMENT IN THE PUBLIC SERVICE <i>Olena Krytenko</i>	57
DIGITIZATION AS A DIRECTION OF REFORMING THE SERVICE ACTIVITY OF PUBLIC ADMINISTRATION BODIES IN UKRAINE <i>Mkrtich Kocharian</i>	59
WAYS OF EFFECTIVE IMPLEMENTATION OF PUBLIC-PRIVATE PARTNERSHIP IN SOCIO-ECONOMIC DEVELOPMENT OF THE STATE <i>Yana Koval</i>	61
THE ROLE OF EMOTIONAL INTELLIGENCE IN FORMING THE IMAGE OF PUBLIC SERVANTS <i>Tetiana Brus</i>	64
WAYS OF PREVENTING CIVIL SERVANTS OCCUPATIONAL DISTORTION <i>Olena Martseniuk, Ella Sergienko</i>	68
INTEGRATED DIGITAL MANAGERIAL APPROACH IN PUBLIC ADMINISTRATION: UKRAINE'S EXPERIENCE IN WAR TIME <i>Halyna Razumei, Maksym Razumei</i>	71
INDIAN CASTE SYSTEM AND ITS IMPACT ON INDIAN SOCIETY <i>Om Prakash Gupta, Sandeep Kumar Gupta</i>	74
<b>SECTION 2. INDICATORS OF ACTIVITY OF PUBLIC AND PRIVATE ENTERPRISES: MANAGEMENT, ACCOUNTING, TAXATION, AUDIT, ECONOMICS AND FINANCE</b>	76
POSSIBILITIES FOR COORDINATION BETWEEN BUSINESS AND GOVERNMENT IN THE DEVELOPMENT OF ENVIRONMENTAL SUSTAINABILITY UTILIZING BUSINESS INTELLIGENCE <i>Vadym Panko</i>	77
A COMPREHENSIVE APPROACH TO ASSESSING THE LEVEL OF FOOD SECURITY IN THE REGION <i>Ihor Rummyk</i>	82
BLOCKCHAIN TECHNOLOGIES IN INFORMATION SECURITY <i>Volodymyr Marchenko</i>	84
STATE REGULATION OF ENTREPRENEURSHIP IN THE CONTEXT OF PROVIDING PUBLIC INTERESTS IN THE ECONOMIC SPHERE OF UKRAINE <i>Marta Karpa, Oleksandr Akimov</i>	86

THE STATUS OF THE BANK ACCOUNT AGREEMENT IN THE CIVIL LAW CONTRACTUAL SYSTEM <i>Marian Yunatskyi</i>	89
CUSTOMS AND TARIFF REGULATION AND POST-AUDIT AS TOOLS FOR OPTIMIZING STATE FINANCIAL CONTROL AND TAXATION IN FOREIGN ECONOMIC ACTIVITIES IN UKRAINE <i>Liudmyla Burkova, Polina Porosla</i>	93
METHODOLOGY FOR STUDYING THE INFLUENCE OF ECONOMIC RESISTANCE AND VULNERABILITY ON SECURITY OF DIFFERENT LEVELS (NATIONAL SECURITY OF THE COUNTRY, ECONOMIC SECURITY OF ENTERPRISES) <i>Ievgeniia Mishchuk</i>	95
ANTI-CRISIS MANAGEMENT OF ENTERPRISE PERSONNEL: A CONCEPTUAL APPROACH <i>Volodymyr Panchenko, Oksana Panchenko</i>	98
FORENSICS AS A DEFENSE FOR FRAUD PREVENTION IN THE CORPORATION <i>Vira Shepeliuk</i>	100
CONCEPTUAL PRINCIPLES OF THE DEVELOPMENT OF THE MANAGEMENT SYSTEM OF MINING AND PROCESSING ENTERPRISES OF UKRAINE <i>Alexander Bradul</i>	103
PROVISION OF CREDIT RISKS BY BANKS DURING MARTIAL LAW <i>Maryna Heorhiieva, Svitlana Arkhypenko</i>	105
EMOTIONAL INTELLIGENCE AS A NECESSARY COMPONENT OF THE PROFESSIONAL COMPETENCE OF DIGITAL LEADERS <i>Tetiana Holoborodko</i>	107
THE ROLE OF BANKS IN PERFORMING TAX CONTROL <i>Oleh Martynjuk</i>	110
PECULIARITIES OF ACCOUNTING AND DIRECTIONS FOR ITS IMPROVEMENT AT ENTERPRISES OF THE CONSTRUCTION INDUSTRY OF UKRAINE <i>Lyubov Shevchenko</i>	112
INDICATORS OF ACTIVITY OF RELIGIOUS ORGANIZATIONS IN THE CONTEXT OF GLOBAL AND NATIONAL CHALLENGES <i>Ievgen Ziskind</i>	115
MODERN MANAGEMENT CONCEPTS AND THEIR APPLICATION IN ENTERPRISES <i>Iryna Mala</i>	117
MODERN APPROACHES TO RECEIVABLES MANAGEMENT OF A COMPANY <i>Oleh Neskorodko</i>	120
METHODS OF MANAGEMENT OF THE ECONOMIC SECURITY SYSTEM OF THE SUBJECT OF LOGISTICS ACTIVITIES <i>Alona Zahorodnia</i>	124
ECONOMIC DEVELOPMENT OF UKRAINE: MODERN TRENDS IN ENSURING THE STATE ECONOMIC SECURITY <i>Mykola Denysenko, Svitlana Breus</i>	127
ANALYSIS OF CHANGES IN THE REGULATION OF BANKS' ACTIVITIES ACCORDING TO CAPITAL AND LIQUIDITY STANDARDS <i>Serhii Sviatenko</i>	130
STATISTICAL MONITORING MODELS OF DEBT SUSTAINABILITY	132

*Roman Miakota, Maria Tarasenko*

REGULATION AND IMPROVEMENT OF THE SYSTEM OF FINANCIAL SUPPORT OF VOLUNTARY FORMATIONS OF TERRITORIAL COMMUNITIES	
<i>Bohdan Hudenko</i>	136
FOREIGN-ECONOMIC AND INSTRUMENT AND ENSURING THE ENERGY STABILITY OF UKRAINE	
<i>Lyudmyla Shemayeva, Andrii Onofriichuk, Vitalii Onofriichuk</i>	139
RESEARCHES OF DEFICIENCY OF THE HUMAN CAPITAL	
<i>Rita Korolenko</i>	141
SPECIFICS OF FINANCIAL SUPPORT OF RESTAURANT ESTABLISHMENTS IN UKRAINE	
<i>Svitlana Havryliuk, Tetiana Lytvynova</i>	143
CONCERNING THE CRISIS SITUATION IN THE METALLURGICAL INDUSTRY IN UKRAINE	
<i>Oksana Sobkevych</i>	146
INDICATORS OF EFFECTIVENESS OF PRIVATE ENTERPRISES IN NON-FORMAL ADULT EDUCATION IN CONDITIONS OF UNCERTAINTY	
<i>Olga Nakonechna</i>	149
INDUSTRIAL REVOLUTION: THE MANAGEMENT PROCESSES OF PUBLIC AND COMMERCIAL ORGANIZATIONS	
<i>Recep Yucel</i>	152
HOW THE UKRAINIAN AUTHORITIES MINIMIZE THE CONSEQUENCES OF MASSIVE RUSSIAN ATTACKS ON THE ENERGY SYSTEM OF UKRAINE	
<i>Dmitro Tkach, Dmytro Tkach</i>	154
INFLUENCE OF EMOTIONAL INTELLIGENCE ON INNOVATIVE BUSINESS DEVELOPMENT	
<i>Alyona Shakhno, Kostyantyn Klymenko</i>	156
SOCIAL CAPITAL DEVELOPMENT IN A DYNAMIC ENVIRONMENT CONDITIONS	
<i>Iryna Petrova, Iryna Teron</i>	159
COGNITIVE FLEXIBILITY OF THINKING AS A NECESSARY CONDITION FOR HUMAN ADAPTATION TO COMPLEX LIFE SITUATIONS	
<i>Iryna Burlakova, Oleksiy Sheviakov, Tetiana Kondes</i>	162
THE ADULT EDUCATION AS A REINFORCE OF ECONOMIC SECURITY	
<i>Olksandra Liashenko</i>	165
THE QUALITY OF LIFE IN THE CONTEXT OF THE MODERN THREATS	
<i>Taha Mohamed Daab</i>	167
IMPACT OF CORPORATE GOVERNANCE ON BUSINESS REPUTATION OF COMPANIES	
<i>Iryna Mihus</i>	168
THE ROLE OF INTERNAL TEAMS IN THE INVESTIGATION OF COMMERCIAL FRAUD	
<i>Hisham Shakhathreh</i>	170
MANAGEMENT OF INFORMATION SUPPORT OF MEDICAL INSTITUTIONS IN MODERN CONDITIONS	
<i>Anna Paziieva</i>	172
MICRO FINANCE CRISIS IN INDIAN PROSPECTIVE	176



*Ratan Rajiv, A. N. Singh*

A STUDY OF MICRO-FINANCE BY SELFHELP GROUP WITH BANK LINKAGE PROGRAMME IN PENURY ENHANCEMENT IN RURAL AREAS IN INDIA <i>Sripal Srivastava, Jaideep Sharma, Sandeep Kumar Gupta</i>	182
AN ANALYSIS OF CURRENT FREIGHT FORWARDING AND CONTRACT LOGISTICS ISSUES <i>R. Divyaranjani, Sandeep Kumar Gupta, Prajit A.</i>	187
STARTUPS IN POST-WAR ECONOMIC RECOVERY: A PUBLIC MANAGEMENT ASPECT <i>Volodymyr Hobela, Stepan Melnyk</i>	189
PROBLEMS OF INTERBUDGETARY RELATIONS IN ENSURING SOCIO-ECONOMIC DEVELOPMENT OF THE REGIONS OF UKRAINE <i>Ruslana Levkina, Yana Kotko, Artur Levkin</i>	191
ASSESSMENT OF DAMAGE FROM THE DESTRUCTION OF UKRAINE AS A RESULT OF A FULL-SCALE INVASION <i>Olha Bielienkova, Olena Molodid, Svitlana Kibyk</i>	195
BASIC PRINCIPLES OF PLANNING CONSTRUCTION PARAMETERS UNDER SEASONAL CONDITIONS <i>Yevheniia Novak, Yurii Sobko</i>	198
<b>SECTION 3. PROBLEMS AND PERSPECTIVES OF PUBLIC ADMINISTRATION REFORM: LEGAL ASPECTS</b>	200
LEGAL PRINCIPLES AND FEATURES OF PUBLIC ADMINISTRATION IN THE SPHERE OF THE USE OF NATURAL RESOURCES IN ECONOMIC ACTIVITIES IN UKRAINE <i>Anhelina Riabtsova</i>	201
LEGAL REGULATION OF VIRTUAL ASSETS, INTERNATIONAL EXPERIENCE <i>Oleksandr Chernykh</i>	205
YOUTH SUBCULTURE IN THE MODERN SOCIO-CULTURAL SPACE: THEORETICAL APPROACHES AND GENERALIZATIONS <i>Rodion Kudriashov, Anna Arshynnikova, Lyudmyla Ivashova</i>	209
MODELS OF INSTITUTIONAL PROVISION OF EXTERNAL FUNCTIONS OF UKRAINE AND HUNGARY IN THE CONTEXT OF CONSTITUTIONAL AND LEGAL APPROACHES TO THEIR EXPRESSION <i>Oleksandra Horbachenko</i>	214
CREATIVE MANAGEMENT IN THE IMPLEMENTATION OF INSTITUTIONAL REFORM IN UKRAINE <i>Volodymyr Lysyuk</i>	216
ISSUES WITH INFORMATION SECURITY: LEGEL ASPECTS <i>Alla Dombrovska</i>	219
THE CURRENT LEVEL OF INTERACTION OF PUBLIC AUTHORITY BODIES WITH THE MASS COMMUNICATION MEDIA IN THE CONTEXT OF NORMATIVE AND LEGISLATIVE REGULATION <i>Viktoria Adamovska, Denis Maneliuk, Vladislav Kolisnyk</i>	221
AGRO-CONSTRUCTION CLUSTERS AND BIOECONOMY IN THE CONTEXT OF	223

ADAPTING NATIONAL ECONOMIC POLICY TO MARTIAL LAW <i>Sergii Petrukha, Nina Petrukha</i>	
MODERN ASPECTS OF ENSURING THE MILITARY SECURITY OF UKRAINE <i>Oksana Parkhomenko-Kutsevil</i>	226
KEY AREAS OF REFORMING THE LEGISLATION OF UKRAINE ON THE ELECTRONIC TRADE DOCUMENTS FLOW <i>Tetiana Hudima, Vladyslav Kamyshanskyi</i>	229
INFORMATION REVOLUTION: GLOBALIZATION AND DEVELOPMENTS IN GLOBAL COMPETITION <i>Şebnem Yücel</i>	231
RELOCATION OF ENTERPRISES AND THEIR PROPERTY FROM THE WAR ZONE: ECOLOGICAL, ECONOMIC AND LEGAL ASPECTS <i>Oleksandr Illarionov</i>	233
THE EXPEDIENCY OF INVOLVING THE POLICE IN THE WORK OF CUSTOMS AT THE BORDER <i>Yevgen Garmash, Viktor Kovalov</i>	235
GENERAL OVERVIEW OF INTERNATIONAL AGREEMENTS RATIFIED BY UKRAINE IN THE CUSTOMS FIELD <i>Viktor Kovalov, Diana Semakina</i>	241
CHALLENGES TO UKRAINIAN "GOOD GOVERNANCE" REFORMS IN THE CONDITIONS OF RUSSIAN ARMED AGGRESSION <i>Olha Antonova</i>	243
FEATURES OF THE TRANSFORMATION OF THE CUSTOMS SPHERE IN THE CONDITIONS OF EUROPEAN INTEGRATION <i>Iryna Kveliashvili</i>	247
PROBLEMS AND PROSPECTS OF THE DEVELOPMENT OF ENERGY FROM ALTERNATIVE SOURCES IN UKRAINE AND THE EU: PUBLIC ADMINISTRATIVE ASPECT <i>Viktor Rovnyi</i>	250
IMPLEMENTATION OF INTERNATIONAL STANDARDS AND EU REGULATIONS REGARDING PROTECTION OF INTELLECTUAL PROPERTY RIGHTS TO CUSTOMS LEGISLATION OF UKRAINE: PROCESS AND RESULT <i>Iryna Korostashova</i>	253
EU CRIMINAL LAW: STAGES OF DEVELOPMENT <i>Zaid Ibrahim Yousef Gharaibeh</i>	257
BASIC APPROACHES TO CHOOSING TECHNOLOGIES FOR RESTORATION OF DAMAGED BUILDINGS <i>Oleksandr Molodid, Ruslana Plokhuta, Ivan Musiiaka</i>	260

## INTRADUCTION

*Every country is constantly concerned about both public administration and the interaction between public authorities and various economic entities.*

*The 2nd International Conference aimed to discuss key issues of the relationship between public administration and business entities management.*

*Scientists from different countries took part in our conference and discussed topical issues of General principles and practice of public administration.*

*Particular attention was paid to indicators of activity of public and private enterprises, such as: management, accounting, taxation, audit, economics and finance.*

*No less important for the further development of public administration is the establishment of the main problems and perspectives of reform.*

*I sincerely thank all the scientists for the submitted materials and I hope our International Conference on Relationship between public administration and business entities management (RPABM) will continue be an annual venue for discussing about public administration and business entities management.*

*As Chair of the 2nd International Conference on Relationship between public administration and business entities management (RPABM) it is my great pleasure and honor to welcome you all to the second edition of our conference!*

*Iryna Mihus,  
Doctor of Science (Economics), Professor,  
Scientific Center of Innovative Researches OÜ, Estonia  
RPABM Chair*

**SECTION 2**  
**INDICATORS OF ACTIVITY OF PUBLIC AND**  
**PRIVATE ENTERPRISES: MANAGEMENT,**  
**ACCOUNTING, TAXATION, AUDIT, ECONOMICS**  
**AND FINANCE**

## STATE REGULATION OF ENTREPRENEURSHIP IN THE CONTEXT OF PROVIDING PUBLIC INTERESTS IN THE ECONOMIC SPHERE OF UKRAINE

**Marta Karpa<sup>1</sup>, Oleksandr Akimov<sup>2</sup>**

<sup>1</sup>*Doctor of Science (Public Administration), Associate Professor, Professor of the Department of Public Administration and Administration, Hryhorii Skovoroda University in Pereiaslav, Pereiaslav, Ukraine, e-mail: marta.karpa@ukr.net, ORCID: 0000-0001-8141-4894*

<sup>2</sup>*Doctor of Sciences (Public Administration), Associate professor, Honored Economist of Ukraine, Professor of the Department of Healthcare Management and Public Administration, Shupyk National Healthcare University of Ukraine, Kyiv, Ukraine, e-mail: 1970aaa@ukr.net, ORCID: 0000-0002-9557-2276*

The main levers through which the state manages business is the issuance of legal acts regulating the activities of entrepreneurs. Laws and other normative legal acts create the necessary legal regime for ensuring public interests in the economic sphere. The objects of protection may be the interests of the state economy; state needs; economic interests of territorial entities; requirements for activities, quality of goods and services; interests of associations of groups of owners or owners in general; consumer interests

The legislative right in the field of entrepreneurship development in our state is possessed by organizational structures at the national level, the main task of which is to develop uniform principles for organizing entrepreneurship for the whole of Ukraine, namely: the Verkhovna Rada of Ukraine, which, as a single legislative authorities, is called upon to provide legislative regulation of public relations and control over activities of the executive branch; The President of Ukraine, who forms the basic concept of state regulation of entrepreneurship development [1-3].

Public administration of business is carried out in different ways. Normative legal acts provide for the use of the following tools for this purpose: norms, norms (for example, norms of depreciation deductions); limits (for example, emissions of pollutants into the environment); sizes of tax rates, other obligatory payments; quotas (for example, when exporting goods); coefficients (eg changes in regulated prices or tariffs); reserves (for example, setting the amounts reserved by commercial banks); sizes of

capitals and funds (for example, establishment of a small amount of authorized capital) [4].

The main means used by the state to regulate entrepreneurial activity are: state registration; licensing, patenting, quoting; certification and standardization; regulation of prices and tariffs; tax regulation (providing tax benefits); provision of subsidies, compensations; application of standards and limits; material and technical support for entrepreneurs: information, personnel and scientific and methodological support for entrepreneurs.

Organizational and legal regulation does not remain constant through the development of society, entrepreneurship also develops. The old ways of regulation are ineffective, so there is a need to develop mechanisms for solving problems. One of the important prerequisites for the effective and rapid development of entrepreneurship in a market economy is the development of an appropriate legal framework, the continuous improvement of the existing legal framework for regulating entrepreneurial activity through the use of modern methods and tools of public administration. Prospects for further research should include the development of procedures, forms, methods and methods for implementing the mechanism of measures to solve legal problems in the regulation of entrepreneurial activity.

There is a certain dialogue between entrepreneurs and parliament due to periodic parliamentary hearings held on the development of entrepreneurship, deputy requests, the activities of the relevant

Committee of the Verkhovna Rada of Ukraine, the parliament's relations with entrepreneurs' organizations, involvement of entrepreneurs in the legislative process, etc.

The level of business development in Ukraine largely depends on the functioning of executive authorities and officials, both in the center and in the field. According to the Constitution of Ukraine, the executive power in Ukraine is exercised by the Cabinet of Ministers of Ukraine, ministries and other departments of central subordination, as well as local executive authorities, primarily state administrations [5]. The Government of Ukraine is called upon to form and implement the state policy in the field of entrepreneurship, take care of financial support for small and medium-sized businesses, create appropriate conditions for citizens to exercise their right to entrepreneurial activity.

The study of the theoretical foundations of the organizational and legal management of business development led to the conclusion that the formation of a market management system is a process of transition to an entrepreneurial-type economy. Creating favorable conditions for the development of entrepreneurship is one of the most significant components of the transition economy. Therefore, the improvement of organizational and legal influence, that is, the need to ensure an optimal balance between the regulation of economic processes and market self-regulation through the introduction of appropriate organizational and legal instruments, seems to be the most urgent problem of today's Ukrainian economic reform and its legal support.

The need for organizational and legal influence on the market economy is indisputable. In addition to the traditional justification for the need to regulate entrepreneurship (observance of public interests), its main dual task should be:

- creation of favorable conditions for the development of private initiative through the institutional development of market mechanisms;

- compensation of possible negative impact in the process of formation of a new management system.

The criteria for the expediency and effectiveness of state regulation of entrepreneurship should be considered:

- economic growth, increase in economic efficiency;

- the emergence of new jobs;

- increase in self-employment of the population;

- improving people's well-being.

The organizational and legal influence of the state on business should be understood as the whole range of actions of state authorities, specialized institutions and organizations, non-profit self-governing organizations, local governments, officials of these authorities, endowed with certain competence in relation to business entities (including the application of certain sanctions), which are based on the current legislation.

According to the criterion of hierarchy of normative legal acts in the legislation regulating entrepreneurial activity, six blocks can be distinguished:

1) the Constitution of Ukraine, primarily those of its norms relating to the economic system of the country in general and entrepreneurship in particular;

2) Economic and Civil Codes of Ukraine;

3) a block of about 400 laws of Ukraine aimed at the legal regulation of business relations proper, as well as administrative relations between regulatory authorities or other public authorities and business entities;

4) subordinate normative legal acts issued by the President of Ukraine, the Cabinet of Ministers of Ukraine, central executive authorities;

5) other regulatory acts of ministries and departments, including those not registered by the Ministry of Justice of Ukraine, but are mandatory for all business entities;

6) normative legal acts of local state administrations and local governments.

The main direction of improving the legislation on entrepreneurship is its consistent bringing into line with the Constitution of Ukraine and the real provision of the rule of law. The systematization of legislation on entrepreneurship should be carried out in the form of codification and incorporation with the definition of priority and prospective laws and other regulatory legal acts. The most important task is to systematize legislation on taxation, as well as legislation regulating the entire range of

licensing and registration actions in relation to business entities [6-7].

Through the systematic introduction of all possible means, it is possible to achieve an optimal and balanced organizational and legal impact on entrepreneurial activity, adapted to the requirements of the present. The leading role in this is played by high-quality legislative regulation of entrepreneurial activity, which is an effective means of state regulation of entrepreneurship and, accordingly, allows to reduce the amount of direct influence of administrative means.

**Keywords:** public administration; entrepreneurship; development; regulation.

### References:

1. Karpa, M. (2020). Implementation of innovative forms and models of public administration in the sphere of culture in Ukraine. M. Karpa, V. Shykerynets / *Public Administration and Law Review*, no. 3, Oct. 2020, pp. 13-24, doi:10.36690/2674-5216-2020-3-13.
2. Karpa, M. (2021). Public administration as a systemic phenomenon in society / M. Karpa, L. Akimova, O. Akimov [etc.] // *AD ALTA: Journal of interdisciplinary research*. - 2021. - Vol. 11, Issue 1, Special Issue XV. - P. 56-62.
3. Karpa M., Akimov O. (2021). Competence Approach to the Development of Modern Public Administration: Theory and Practice of Implementation. *International Conference on Economics, Law and Education Research (ELER 2021)*. 40-45. doi: <https://doi.org/10.2991/aebmr.k.210320.008>
4. Офіційний веб-портал Міністерства економіки України - <https://www.me.gov.ua/?lang=uk-UA>
5. Karpa, M. (2021). Features of introduction of the system approach to the state policy. Karpa, M., Akimov, O., & Akimova, L. *Public Administration and Law Review*, (3), 11–17. <https://doi.org/10.36690/2674-5216-2021-3-11>
6. Karpa, M (2022). Humanization of public administration in the conditions of transformation processes: European experience for Ukraine / Bashtannyk, V., Goncharuk, N., Zayats, D., Ragimov, F., Boiko, N., Karpa, M. *Ad Alta: Journal of interdisciplinary research*, 12(1), XXV, 60-66.
7. Karpa, M (2021). Financial support and forecasting of food production using economic description modeling methods / Rumyk I. ., Laptev, S. ., Sehedra, S. ., Akimova, L. ., Akimov, O. ., & Karpa, M. // *Financial and Credit Activity: Problems of Theory and Practice*, 5(40), 248–262. <https://doi.org/10.18371/fcaptop.v5i40.245098/>.

Copyright © 2022, RPABM, **Scientific Center of Innovative Researches OÜ**  
RPABM Printed by: **Scientific Center of Innovative Researches OÜ**, Ida-Viru maakond, Lüganuse  
vald, Püssi linn, Viru tn 8-33, 43221, Estonia

First printing: November 12, 2022

Distributed worldwide by **Scientific Center of Innovative Researches OÜ** - [office@scnchub.com](mailto:office@scnchub.com)

Full text available online at <https://scnchub.com/>

Cover designed by: Nataliia Tytarenko (Ukraine, KROK University).

doi:10.36690/RPABM-2022

The papers published in this book compose the Book of abstracts of 2<sup>nd</sup> International Conference on Relationship between public administration and business entities management (RPABM) (March 26, 2021). Papers were selected by the Conference Committees to be presented in oral or on-line format and were subject to review by the editors and program committee. They are exclusive responsibility of the authors and are published herein as submitted, in interest of timely dissemination.

**Please use the following format to cite material from this book:**

Author(s). (2022, November 12). Title of Paper. In I.Mihus (Eds.) *Book of abstracts 2<sup>nd</sup> International Conference on Relationship between public administration and business entities management (RPABM)*. Scientific Center of Innovative Researches OÜ, Estonia. doi: 10.36690/RPABM-2022

The authors of this book, the academics of higher education institutions and businessmen, the organizers and sponsors of the RPABM, none of them, accept any responsibility for any use of the information contained in this book. All rights reserved. Permission to use is provided if appropriate reference to this source is made, the use is for educational purposes and no fees or other income is charged.