DEVELOPMENT OF THE INNOVATIVE ENVIRONMENTAL AND ECONOMIC SYSTEM IN UKRAINE

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DEVELOPMENT OF THE INNOVATIVE ENVIRONMENTAL AND ECONOMIC SYSTEM IN UKRAINE

Collective monograph

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The monograph is designed for a wide range of readers, including students of economic specialties, scientists, civil servants and representatives of the real economy sector who are interested in transforming the economic system of Ukraine in accordance with global trends and development drivers.

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SECTION 2
INNOVATIONS IN STATE GOVERNANCE OF ECONOMIC GROWTH

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WORLD ECONOMIC TRENDS: INFLUENCE ON THE PUBLIC EMPLOYMENT POLICY REALIZATION IN UKRAINE

Summary: The article outlines contemporary world economic tendencies and analyzes their influence on the implementation of the public employment policy in Ukraine. In particular, the essence of the circular economy, a new model of socio-economic relations, is becoming widespread in the world and is considered as a path to sustainable economic growth through the preservation of resources and materials. For the first time, its impact on the formation and implementation of public employment policy in Ukraine is analyzed, which determines the scientific novelty of the research. It is substantiated that the introduction of closed-loop economy approaches can provide a positive potential for the transformation of the employment sector over the coming years. Further changes in the employment sector will be complex and multifaceted and will be conditioned by the speed of technological transformation, the willingness of society to these transformations.

Key words: circular economy; employment; gig economy; public policy; sharing economy

In place of existing models of the traditional economy in the developed countries, new ones are actively emerging – aimed at ensuring economic growth and welfare of the population while guaranteeing environmental safety, efficient resources usage and stimulating the introduction of innovations in services’ production and provision areas.

The Triune Concept of Sustainable Development, which was recognized as the most promising ideology of the 21st century, is based on ensuring economic prosperity, social progress and ecological balance and defines the need to strike a
balance between meeting the modern needs of mankind and future generations, first of all taking care of the environment.

Awareness of humanity that "sustainable development" in the current socio-economic conditions, first of all, is "guided development", which is based on innovation, widespread use of modern digital technologies, while ensuring the citizens’ rights and interests and preserving the environment, caused the emergence of new economic systems and models ("Sharing economy", "Circular economy", "Gig economy").

The idea of a closed-loop economy, as a system based on resource recovery, arose a few decades ago. However, in recent years, humanity has increasingly faced with problems that make it possible to think over adjusting the chain of "resources – goods – waste". It is precisely in this regard that developed countries build a state policy, as evidenced by an analysis of European strategies for socio-economic development.

In Ukraine, at the public policy level, state strategy, the economic model we studied did not find so far sufficient support as a means of ensuring economic growth and social development.

At the same time, Ukrainian scientists define the main problems of the present, which make us think over the need to implement a circular economy model: the low efficiency of the linear type of production in terms of the material resources usage and the formation of a significant waste amount; irrational resources usage, uneven distribution and consumption; environmental pollution, global climate change, deterioration of the ecological situation, accumulation of significant waste amounts [1].

From a scientific point of view, the problem of forming a "circular economy" model, building new types of relationships and socio-economic links within this model is rather new. Its impact on the population employment is not sufficiently worked out, further development of the public policy requires the development of new approaches and the formation of modern mechanisms for its implementation.
Ukrainian scientists in their researches rely on world achievements in searching the ways to build a new economic model. Thus, I. Zvarych, analyzing the circular economy strategies and targets of different countries (Australia, Denmark, Canada, Luxembourg, the Netherlands, the USA, Sweden, Scotland, Japan), revealing the peculiarities of the formation the circular thinking paradigm and the circular economics concept [2]. The author analyzes the peculiarities of the implementation of the main ideas and approaches of the circular economy in different countries on the principles of 3R: Reduce, Reuse and Recycle, and proposes the fourth principle – Global Responsibility – in the formation of global circular chains [3]. L. Musina and T. Kvasha in cooperation with experts of the project "Resource Efficient and Clean Production" within the EaP GREEN program "Ecologization of the countries economies of the Eastern Partnership countries of the European Union" covering six countries of the EU Eastern Partnership: Armenia, Azerbaijan, Belarus, Moldova, Georgia and Ukraine, reveal the basic principles of constructing a circular economy model, focusing on eco-innovations as a key means of implementing these principles [4; 5].

The directions of the public policy reforming in ensuring the implementation of the circular economy approaches are defined by L. Sergienko. The author proposes a comprehensive mechanism for the formation and implementation of the circular economy public policy, the implementation of which is associated with the environmental safety provision, economic prosperity and social development. Circular economy public policy in the article is considered as "a complex of consistent actions of public authorities and means to achieve the goals set in the direction of ensuring economic growth and social development without prejudice to the environment ..." [1, C. 135].

Despite some basic researches, the study of the peculiarities of the implementation of new models of socio-economic development in our country has not become systematic. The concept of "closed-loop economy" is considered in separate scientific and scientific-practical sources in terms of constructing modern models of economic development, ensuring resource efficiency of production, in
terms of solving environmental problems, etc. At the same time, in view of the public policymaking, in particular in the employment area, this scientific issue has not been adequately reflected.

Our goal is to reveal the essence of modern global economic trends, in particular the circular economy, to highlight the main ideas on which the new models of socio-economic relations are based, and to analyze their influence on the formation and implementation of public policy in the employment area.

The introduction of the circular economy model, closed-loop economy is based on the restoration, reuse of resources, and even the transformation of waste into a resource, and is considered to be the most successful way to sustain economic growth through the resources and materials conservation.

The circular economy’s idea is that the goods are returned to a new cycle of production and re-processed after its consumption. Among the objectives of the circular economy model introduction are: the environmental friendliness of production and its consumption and energy efficiency, which ultimately should contribute to solving more global tasks in preserving natural resources, avoiding their depletion, etc.

Worldwide practice shows that a closed-loop economy model can play an important role in achieving sustainable economic growth. It’s an alternative to resource-intensive processes by maximizing the use of existing assets and creating new sources of income. The purpose of a closed-loop economy is to get rid of the dependence of global economic development on specific resources, which are limited in scope. In this regard, the system paradigm of the new economic system is based on the harmonization and combination of sustainable production and consumption. The basic principles of the circular economy are: a) preservation and improvement of the natural capital’s state by controlling the limited reserves and the use of renewable resources; b) optimization of resources productivity by introducing both the technical and the biological cycle of the goods of components and materials with the maximum impact at all stages of such cycles; c) promotion
of systemic efficiency by identifying external negative influences such as water, air and soil pollution, noise pollution and their

Innovation plays a key role in applying these principles. They stimulate the transition to a closed-loop economy and patterns of sustainable consumption and production. Many examples of new technologies, processes, services and business models have already been introduced, in which the life cycle of goods is planned differently, from their design, production and use to utilization and recycling. Internet of things, modern manufacturing and processing technologies, such as three-dimensional printing, play a significant role in the process of transition to new economic models. However, even in the European community, it’s recognized that the process of transition to a closed-loop economy has only begun and the innovation potential in the aspect of ensuring sustainable production and consumption is not fully exploited.

The development of the circular economy (closed-loop economy), which is based on the restoration, reuse of resources, is projected along with the development of the sharing economy. "Circular economy" and "sharing economy" are considered as related phenomena. This is due to the fact that environmental demand, due to environmental pollution and the exhaustion of natural resources, become ecological safety requirements.

The connection between "circular economy" and "sharing economy" consists in the fact that the idea of things ownership comes to the end, the idea of sharing or reuse begins. From the traditional economic structure, these phenomena are distinguished by the fact that "... modern people need not much possession of things, as an opportunity to do something through these things" [7]. In the business environment, the idea of recycling consumed items in the production cycle and their processing is becoming increasingly widespread. The closed-loop economy and the sharing economy have already "challenged" the traditional economy, with companies having full ownership of the resources. Under new models, assets may not belong to companies, and employees may not be in the state. New forms and types of employment (freelance, outstaffing, etc.) arise and become widespread.
Experts point out that such companies learn faster than others through greater interaction, involving a wide range of people, the ability to compare and apply best practices, adapt to the environment, that is, they are more likely to develop, grow faster and adapt more quickly to the environment [8].

The emergence of a new economic model preceded the exacerbation of the economic global nature, caused by traditional economic activity. The current economy model doesn’t meet the requirements of the sustainable development concept and isn’t considered optimal from the standpoint of ecology, environment and environmental protection, which has led to the search for new ways and tools for economic growth, social development and environmental balance.

Leading scholars, political and public persons – members of the Rome Club, led by Presidents Anders Wijkman Ernst and Ulrich von Weizsekker, released the "Come On" report, in which the authors, while analyzing current socio-economic trends, cast doubt on the adequacy of the further trajectory of our civilization movement. "The old economy is doomed, the new one can’t be avoided", authors believe. They emphasize the need to form a new philosophy and ideology of life in a world with limited resources.

The report states that transnational giants are professing the ideology of profits. 98% of financial transactions are speculative and aren’t intended for payment for goods and services. This results in accumulation of surplus money in sectors with high financial profitability, but failing to fulfill a socially or environmentally important mission. At the same time, the report says about the lack of money in sectors that play an important role in meeting the needs of society. The authors outline the problem of the lack of accounting for environmental risks, which leads to exhaustion of natural resources.

According to the Rome Club members, the modern economy should be restrict and regulate by law and morality, and the basis of market relations should be the rights and values of man and personality. The future of the economy should be aimed not at the financial benefits, but in ensuring sustainable development and multiplication of the universal good.
In place of the ideology of manufacturing new products and goods, the ideology of extending their suitability, as well as re-use, should come. The report criticizes the GDP figure and justifies the need for an indicator that will take into account the important components of the well-being of citizens outside the market.

The transformation of the socio-economic paradigm, in addition to the above, is also due to climate change. For 2.5% of all greenhouse gas emissions, the surplus of which in the atmosphere is considered to be the main cause of global warming, responsible for 1% of the richest people. Members of the Roman Club believe that the commitments made temperature by the signatories of the Paris Agreement aren’t sufficient to maintain the rate of growth within the required 1,5-2°C. Since solar and wind energy are much more affordable than natural gas, oil and coal, the very basis of the future economy will be the very renewable energy sources [9].

Taking into account the outlined problems, the international community, in particular international organizations, whose main tasks are related to the coordination of activities in socio-economic development area, aimed at restructuring the new economic systems, reorienting from resource-intensive economic models to modern resource-saving, energy-efficient and environmentally friendly. Consuming less raw materials and energy resources, and even having a local character, they increase the employment rate of a particular region, stimulate economic growth.

The European Commission has developed an agenda for the transition to a closed-loop economy model as the basis for sustainable development of the European Union. Governments of European countries (Belgium, Great Britain, Spain, Italy, Germany, Portugal, etc.) have developed appropriate strategies based on the interaction and partnership of government, business companies, civil society and the scientific community.

It is proved that the closed-loop economy as a new model of socio-economic relations and the strategy of economic growth has a number of advantages: it’s possible to obtain significant material savings and to reduce the impact of volatility
of prices. According to estimates, net savings on materials costs in the European Union (EU) could amount to 630 billion euros a year. By 2050, due to the transition to a closed-loop economy, the mobility costs of the average household in the EU can be reduced by 60-80%, the food cost – by 25-40%, and living expenses – by 25-35%.

The high potential of the closed-loop economy is associated with the creation of new jobs in various industries – through the local reverse logistics usage, as well as in small and medium-sized enterprises – due to the strengthening of innovation activities, the service sector development.

It’s assumed that, as a result of the transition to a closed-loop economy until 2030, the use of key resources in the EU can grow by 3% annually, resulting in an increase in GDP of 7%, an annual profit of 0.9 trillion euro.

The benefits of the new economic system for the environment based on the dependence of climate change on the use of natural resources are also substantiated. In the case of choosing a closed-loop economy, carbon dioxide emissions, according to experts, will decrease by 48% by 2030 and by 83% by 2050 (compared with 2012) [10].

Separate examples and best European practices show that the construction of a new closed-loop economic system is seen as a prerequisite not only for economic development, social well-being, but also for environmental safety – on this ideology that state strategies for the development of European countries (in some cases, regions or cities) are based.

Thus, the London Roadmap for the Development of the Circular Economy [11] highlights the vision of the "prosperity" of the capital city through the implementation of the circular economy principles. This road started in June 2017. It is projected that by 2050 the population of the city will be over 11 million people. In view of this, the development of the circular economy is seen as a guarantee of London's ability to adapt and develop. The document states that by 2036 a closed-loop economy could provide London with net benefits of at least £
7bn annually in construction, food, textiles, electrical engineering and plastics, and to create 12,000 new jobs linked to with reuse, recycling and innovation.

The Roadmap includes activities involving a wide range of stakeholders, including London Higher Education, the public sector, business in London, the digital sector, social enterprises, and the financial sector. The ultimate goal of the document is to turn London into a city with favorable conditions for the activities of the circular economy.

The Belgium experience is based on the development strategy of the circular economy of Flanders (one of the Belgium lands), which involves partnerships between government, private companies, civil society and the knowledge community, which are collaborating and committed to concrete actions in the process of developing the Flemish circular economy [12].

The strategy of Brussels's circular economy for the metropolitan area [13], adopted in 2016, sets the 10-year framework for the transition of the Brussels economy to a cyclical model. The strategy focuses on three goals: to transform environmental challenges into economic opportunities; concentrate the Brussels economy where possible on local products and minimize transportation while optimizing the use of existing territory to create additional amenities for Brussels residents; promote employment security. It involves the implementation of 111 events at various levels, including government (covering three departments of ministries), sectoral, territorial, and regulatory framework.

The Catalan Government's strategy to promote the green and circular economy [14] aims to support sustainable development to achieve economic recovery, competitiveness, job creation and environmental risk reduction.

This strategy covers key policy areas related to the green and circular economy development: stimulating demand and creating markets; improving access to funding; stimulating research, development and innovation; intensification of internationalization; promotion of employment and entrepreneurship. The strategy is aimed at achieving economic recovery, increasing
competitiveness, providing employment and reducing environmental risks through the introduction of new economic models.

The Portugal transition plan to the circular economy [15] is a strategic concept based on the reduction, reuse, recovery and processing of materials and energy. Replacing the classical concept of a linear economy with new cyclical processes of resources reuse and renewal, the cyclical economy is considered as a prerequisite for economic growth.

Using the mechanisms of natural ecosystems, the circular economy: contributes to the reorganization of the economic model by coordinating production and consumption systems in closed circuits; characterized as a dynamic process that requires technical and economic compatibility of production activities, and also requires new social and institutional norms (incentives and values); goes beyond the scope of waste management, encompasses a wider range of activities, involves the involvement of new business models to optimize the use of resources, products, components and materials in technical or biological cycles. The goal is to develop new cost-effective and environmentally-friendly products and services, minimize extraction, resource extraction, maximize their reuse, increase efficiency and accelerate the emergence of new business models.

The plan envisages the implementation of concrete actions at three levels that need to be worked out and implemented over the next three years. These are: national measures and actions that cover a number of industries; industrial or sectoral "day-to-day arrangements", especially for the most resource-intensive industries and export-oriented; regional "agenda" that must be adapted to the socio-economic characteristics of each region.

The German Resource Efficiency Program II: Sustainable Use and Conservation Program [16] assumes the responsibility of the Federal Government for the conservation of natural resources identified as biotic and abiotic resources, physical space (eg land), environmental environments (water, soil and air), flows of resources (such as geotherm, that is, the thermal field of the earth, wind and solar energy), as well as the diversity of all living organisms. Back in 2002, the
National Strategy for Sustainable Development identified the goal of doubling the resource productivity (use of raw materials) of Germany by 2020, compared to 1994. The German Resource Efficiency Program (ProgRess) in 2012 was aimed at achieving this goal.

"Towards the Model of the Circular Economy for Italy - Review and Strategic Framework" [17] is a document that defines the strategic vision of the Italian Government in accordance with the commitments made under the Paris Agreement, the Agenda of 2030, the Communiqué G7 and within the framework of EU commitments. This document provides for a "paradigm change" for the Italian economy regarding a new way of consumption and production, as well as doing business. Justifies the need for a new industrial policy aimed at sustainability and innovation that can enhance the competitiveness of products and production.

The national program aimed at the development of the circular economy in the Netherlands by 2050 sets one of the priority tasks (intermediate goal) to be implemented in cooperation with the stakeholders, to reduce the use of primary raw materials (minerals, minerals and metals) by 50% by 2030. The main emphasis and priorities of the nation-wide program are biomass and food products, plastics, manufacturing, construction and consumer goods [18].

The Finnish roadmap for the circular economy of 2016-2025 [19] is to provide "common thinking" in Finnish society to promote the development of a circular economy and identify the most effective means for doing so. The roadmap focuses on five areas, the development of which will be a priority for improving the circular economy in Finland. Taking into account traditionally the strengths of Finland, they include a robust system of production and consumption of food, forest use, technical cycle links, transport and logistics, and also include joint actions by all stakeholders.

Particular attention deserves the Amsterdam experiment on the development of innovative models in the transition from a linear economy to a closed-loop economy. The construction sector in Amsterdam has taken a course on reutilization, which according to expert estimates should provide a profit of 85
million euros annually and increase productivity by 3%. One of the flagship projects of the city is the eco-block Park 2020. His summary is an example of a closed-loop economy. Each building is made of materials that can then be adapted and reused. Amsterdam waste is turning into a source of income and energy. Rubbish is sorted, 27% goes to the processing complex. And from the fact that burned ash is used – every year 300 thousand tons. Of these 10% are sifted to extract metals. The rest form building materials for the production of pavement for streets and sidewalks. Amsterdam plans to recycle 65% of household waste in 2020. The EU as a whole plans to reach this figure by 2030.

Thus, an analysis of the European experience in constructing new models of socio-economic development that meet the requirements of the time has shown that the closed-loop economy isn’t just ecologically and economically justified approaches to the use of resources and materials, garbage disposal. This is a new philosophy of reuse and profit from what was previously considered unnecessary and destroyed (disposed of) within the traditional "linear-producing," use-throw out triad. Statistics are striking: 80% of consumer goods are in garbage cans for 6 months. after their manufacture. The closed-loop economy allows you to make from already made, thus affecting the environment.

From the point of view of the impact on the population employment, according to experts, in Europe it’s possible to create 580 thousand jobs, only adjusting the approach to what was previously carried to the landfill. Each European family will be able to save energy up to EUR 500 per year [20].

However, the transition to a closed-loop economy requires innovative business practices that relate to the design, production, supply and management of the goods life cycle. Often it turns out that the current regulatory framework and the microeconomic policy that is being carried out do not contribute to the transition to a new economic reality. A multi-level social dialogue between public authorities, entrepreneurs and actors of innovation activity, in particular on waste cost creation, becomes more and more important; closed-loop production and sales chains; models of product life cycle; full utilization of production capacities, etc.
The need for a scientific understanding of world trends in socio-economic development is evident, as well as the development and further practical implementation of mechanisms for the formation and implementation of public employment policy in the new economic reality.

It is possible to assume that a cyclic economy or a closed-loop economy as a socio-economic concept and as an object of scientific research will find both – the support and the opposite. Since its priorities and emphases, compared with the approaches of the traditional classical economy, are entirely different (environmental friendliness, energy efficiency, resource conservation, non-waste technologies, etc.), scientists and practices accustomed to think of categories of gross domestic product (GDP) as a material measure of the level of development of the country, obviously, will understand this concept through established economic logic and prism of financial categories. However, the results of the last World Economic Forum (as well as the above results of the collection of this year's Rome Club) confirm that humanity has been thinking about changing approaches to defining priorities for socio-economic development, including assessing the development of countries. In place of the classic indicator of GDP economic development, an Inclusive Development Index that takes into account not only GDP but also 11 parameters is proposed, that is, more fully reflects the real state of affairs in the country, and not only its production capacity. It is worth noting that the evaluation of the set of indicators presented to the world is absolutely new development leaders, rather than the assessment of countries by production capacity. For example, Norway, Luxembourg and Switzerland hold leadership both in terms of GDP and the Index of Inclusive Development. But there are opposite examples: Iceland is ranked second in the inclusive development rate (while GDP is twelve), Azerbaijan – the third place (for GDP twenty sixth). And the United States is on the 23rd place (from 30 developed countries) according to the index of inclusiveness, while the GDP indicator, as a rule, occupy the leading position in the world. This is due to the bundle of society, the high degree of inequality,
relatively low indicators of life expectancy, and the large size of public debt [21; 22].

Analyzing the above-mentioned global trends, we come to the conclusion that the economic system of Ukraine will inevitably undergo changes. Indeed, in a modern globalized world, no country can exist separated from others, and especially a country that seeks to join the European, including the economic space. In view of this, appropriate state policy should be developed and the choice of instruments for its implementation should be carried out.

The results of the impact analysis of new economic models on the population employment give grounds to note the following. The positive effect of the circular economy is possible due to the fact that such a model of the economy is intended to increase the term of product usage at every stage and even after the expiration of its operation. Thus, new links in the production cycle will create new jobs. It’s also assumed that one of the changes in the socio-economic system will be the sale of goods and services for its use. New types of work will require high-level specialists.

In our opinion, public policy should provide for the promotion of the practical implementation of the circular economy principles and approaches by business structures, production, in particular through the introduction of privileges and loyal tax policies. Among the main tasks worthy of note is the maintenance of scientific research aimed at solving the actual tasks of constructing an innovative socio-economic model and the system of relations between society, state and business.

At the same time, the further deployment of a complex of technological changes in the form of the fourth industrial revolution provides optimistic forecasts for job creation. Despite the caution, such as "machines will replace people at the workplace", "robots will work for people", it’s possible to create new jobs. The reason for this is the expectations and forecasts for the production of modern equipment and materials. The growing potential of robotics allows for the possibility of increasing productivity, rather than reducing jobs.
The consequence of the deployment of the fourth industrial revolution is the global society’s digitalization. "With a systemic governmental approach, digital technologies will significantly stimulate the development of an open information society as one of the essential factors for the development of democracy in the country, boosting productivity, economic growth and improving the quality of Ukrainian citizens life" – it is mentioned in the Concept for the development of the digital economy and society of Ukraine for 2018-2020 years [23].

The introduction of energy-efficient and resource-saving technologies, the digitalisation of production processes, the development of mechatronics and robotics – in their totality – can be seen as driving forces for raising the level of employment. However, they require high-level specialists who are capable of creating and managing modern automated production systems. That is, the production sphere will require specialists of all higher qualification levels, in particular engineering, technical specialties.

Problems of resource efficiency and ecology, along with the active smart technologies development obviously, will change not only production technologies, but also materials, construction methods, etc. Already, there are new types of work related to the installation, maintenance and repair of energy efficient equipment, the spread of which is conditioned by the need to use renewable energy sources. Execution of these works also requires a workforce of appropriate quality.

It is possible to assume that the practice of "sharing use", "repeated, cyclical use" of products will reduce the number of jobs in trade due to lower demand for certain types of goods. At the same time, it will require specialists in production and consumption of environmental products. In this area, employment growth is expected due to the expansion of online trading and the use of digital data analytics to provide a personalized customer-oriented approach to consumers.

Consequently, the introduction of closed-loop and sharing economy approaches can provide a positive potential for a radical transformation of the employment sector over the next few years.
In order for the circular economy, as an absolute, new, but time-consuming model of the relationship in society (including the activities of public authorities, the behavior of producers and consumers of products) has found practical implementation and solved its main tasks, it’s important to ensure the effective interaction and cooperation of all parties. Public authorities, in the course of their activities, should guarantee the protection of the citizens rights and interests, their security, first of all, to take into account their needs in the process of public policy implementation. At the same time – to support, stimulate the innovations introduction, provide regulatory flexibility, openness to the introduction of new technologies, and support basic and applied research, promote the implementation of relevant business ideas, etc. Scientific schools, in turn, should provide the basis for the further implementation of new production ideas and the possibility of an innovative upgrade of the economy.

The results of the analysis show that further changes in the employment sector will be complex and multifaceted and will be conditioned by the speed of technological transformation and the willingness of society to these transformations.

According to world experts, the technological changes brought by the fourth industrial revolution will have a positive impact on the population employment. The transformation of the labor market situation is inevitable: apart from the emergence of new production functions and professions, the distribution of new types and forms of employment is projected.

Despite optimistic scientific assumptions and forecasts of employment in the digital age, solving the problems of social development of the country directly will depend on the consistency, systemicity and conscientiousness of the public policy. It should be aimed at protecting rights and interests, guaranteeing the safety of citizens, assisting in the development of their own potential, assimilation of new norms of public life.

Changing the public policy priorities, seen in the direction of strengthening investment potential and tax incentives, supporting innovative projects and high-
tech industries, encouraging research and entrepreneurial initiatives, is a prerequisite for economic growth.

Public employment policy, based on the implementation of mechanisms and the choice of tools that can provide regulatory flexibility, openness to innovation, guaranteeing the protection of the citizens' rights and freedoms, can balance the interests of all participants in the labor market.

An important aspect from the point of view of solving problems of population employment is that the revealed tendencies of modern economic models development and systems cause changes in the vocational qualification structure of supply and demand in the labor market, the formation of requirements for new professional knowledge, skills and abilities of the worker, his demand on the market work Continuity in the professions development, the condition of the emergence of new production functions and new professions transformation of existing, allows predicting the emergence of new types of activity, the spread of new forms of employment (freelance, outstaffing, etc.), the emergence of certain competences that involve the possession of digital technologies, cross-functionality, interdisciplinarity (for most new professions it is not enough to have a solid knowledge in one sphere or industry), mobility, readiness to change the sphere of activity, etc.

The revealed socio-economic transformations associated with a significant change in the vocational qualification structure of supply and demand in the labor market, the emergence of new requirements for employees, stipulate the need for the development of new professional knowledge and skills among people of economically active population, including as workseekers, so employed, engaged in economic activity. The outlined trends should be taken into account in the process of assisting in the construction and development of careers for different categories of persons: youth – in choosing future professional activities, people of the older working age – in re-training and certification training in accordance with the requirements of modern production, the needs of applying innovative technologies in production processes.
The further solution of the problems of productive (in terms of providing effective social production and meeting the needs of employees at the level not less than the guarantees provided by the legislation) employment of the population is possible through: the change of basic approaches to regulating the participants relations in the labor market; updating the system of national professions classification; educational standards updating and corresponding educational programs; development of an effective system of professional orientation of young people taking into account the labor market needs; assistance to citizens of different age groups in professional identification and professional implementation in the conditions of the emergence of new professions and the disappearance of others, as well as professional development throughout life.

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FEATURES, PROBLEMS AND DIRECTIONS OF THE STATE REGULATION AND MANAGEMENT OF THE TERRITORIAL DEVELOPMENT OF TOURISM IN UKRAINE

Abstract. The generalization of the results of the research gave grounds for the analysis of domestic experience in organizing effective management of the tourism market, which is the basis for ensuring its competitiveness, and the ability of public authorities to build an effective mechanism for the adoption and implementation of management decisions aimed at optimizing tourism activity in the services market has been determined. Based on the analysis of the development of the national market for tourist services, a tendency has been established to increase the volume of both inbound and outbound tourism flows, to reduce the volume of direct and indirect contributions of the tourism industry of Ukraine to GDP, to reduce the volume of capital investment in tourism, to reduce the number of employed people in the tourism industry state, low competitiveness of the tourist industry of the country in the world market of tourist services. An important problem in creating an effective mechanism for public management of the development of tourist destination at the regional level is the organization of effective interaction between institutional actors and achieving the necessary level of decentralization. The assessment of the institutional and legal framework for the development of the tourism services market has justified the need for: harmonization of the national legislation in the field of tourism

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