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COMPONENTS OF THE MODEL OF EFFECTIVE STATE REGULATION OF WELFARE GROWTH OF TERRITORIAL COMMUNITY

Abstract. It was found that the development of communities provides improved social and economic conditions in the area. It was systematized the mechanism of increasing efficiency in communities and strengthening the influence of the state through local authorities on the ground on the basis of methods of influence. Problems of state regulation in the context of components of sustainable development are identified. The purpose of regulating the development of community territories is determined. It were given the components of ensuring effective state regulation for achieving welfare growth of territorial communities on the basis of the model of welfare analysis of territorial communities. It is determined that the system of state regulation should contribute to the enhanced provision of public goods in the community, improvement of social infrastructure and support of territorial economic development. Strategic mechanisms and functions of state regulation are singled out. The basic system of principles which is necessary for effective state regulation of the territorial communities' development is outlined, and the directions of government action within the principles are determined. Today's communities need to move from a development model to an innovation model. It was formed the model of effective state regulation of the welfare growth of territorial communities. The necessity of using social partnership and introduction of innovations in the communities' activity as factors of successful realization of decentralization is substantiated. It is emphasized that social partnership as a tool to increase the communities' welfare provides: increasing the level of population income, reducing poverty and developing social assistance. In particular, the priority way to improve state regulation of the welfare growth of territorial communities is the legislative implementation of a development strategy of smart specialization on the ground which provides comfortable living conditions that characterize the modern welfare of territorial communities' citizens.

Keywords: state regulation; welfare; model; components; strategy; territorial community.

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INTRODUCTION

The need for effective state regulation of the territorial communities' welfare, especially rural, is not in doubt, because the crisis phenomena in such areas of the country have become signs of the system, and the establishment of special regulatory methods for their use and control has a special purpose, desire.

Formulation of the problem. In recent years, the urgent problems of Ukrainian communities have not found an adequate and effective solution at the level of local self-government. The economic base of agriculture has proved to be too weak, as the economic efficiency of its individual industries is very low and a large number of enterprises operate in the shadows. As a result, a vicious circle has emerged: due to the unsatisfactory state of infrastructure in these areas, the able-bodied population is leaving their homes, investments are not coming here, and because material and labor resources are limited, infrastructure is not restored. The creation of an effective system of state regulation of welfare growth will help solve the existing set of urgent problems, in particular, the provision of services and ensure economic growth and competitiveness in the international arena.

Analysis of recent research and publications. Theoretical aspects of the welfare policy of the population are the subject of research and publications of many scientists, in particular,

these issues were dealt with by: Didkivska L.I. [1], Dudley S.E. [2], Kleinsteckberg H.J. [3], etc. Noting the contribution of these researchers in the formation and elaboration of the scientific problem field, it should be emphasized that there is a certain scientific vacuum in this matter.

The purpose of the article is to study and systematize the components of the model of effective state regulation of welfare growth of community residents.

RESULTS OF THE RESEARCH

In today's society, where people face different problems every day, the improvement of the welfare of the person and the community as a whole, its assessment and the factors influencing its development deserve special attention. Territories of territorial communities (urban and rural) make up 24.16% of the territory of Kharkiv region and in general in Ukraine make up 63.68% of the area of Ukraine. The population of territorial communities is 14% of the total area of Kharkiv region. In addition, 24% of the population lives mainly in rural areas, and 35% of the population lives in purely rural areas [4]. These areas are extremely diverse, ranging from remote rural areas which are suffering from population decrease and decline, to suburban areas which are under increasing pressure from urban centers. In rural areas, per capita income is about a third lower than in non-rural areas, women's employment is lower, the services sector is less developed, higher education is generally lower, and a smaller percentage of households have access to broadband Internet. Lack of opportunities, communication and educational infrastructure is a particular problem for remote communities, especially for women and youth. To address these imbalances, territorial development policy should not be limited to offering a range of opportunities to support basic services to the economy, community renewal and development, and the preservation and modernization of relevant infrastructure.

The purpose of state regulation is to strengthen the socio-economic and investment potential of settlements, increase the level and quality of life by ensuring integrated balanced development, maintaining and increasing the production of competitive products, preservation and reproduction of labor resources, business development, preservation and creation of new jobs. This is the next stage and an integral part of the mechanism of practical implementation of specific priority areas for the development of territorial community councils. To identify the features of state regulation, it is necessary to take into account the features of communities as an object of government and the main problems of the modern community. The main functions of the state include: defense, maintenance of foreign relations, law enforcement, economic establishment, ensuring environmental security, support and development of culture, ensuring the formation of the population, etc. The basis of state regulation of welfare growth should be the state social attitude to the functions of the power institution. The effectiveness of methods, forms, tools of state regulation is studied precisely through the prism of the implementation of social functions today. With this in mind, state regulation of communities needs to be transformed.

The model of effective state regulation of the territorial communities' welfare should be based on the unity of its main structural elements within communities: economic, social and environmental spheres [1], [2]. Each of the spheres has features of functioning: the economic basis develops on economic laws and provides maximization of profit; the social basis in a market economy is not always comprehensively developed and needs government support, especially financial; the ecological basis experiences a significant negative impact mainly from enterprises, as well as objects of the social situation: social infrastructure, the functioning of community centers which leads to the accumulation of solid waste. Accordingly, for each of the areas (economic, social and environmental) identified the main functions of state regulation which should be limited to each other and promote the implementation of each other which will

provide a synergistic effect in the implementation of relevant policies. Outlining the functions of state regulation, it is necessary to define long-term and short-term tasks to be solved by local governments in connection with the presence of urgent problems of community development.

Based on the territorial communities' features as objects of state regulation, general principles of state regulation of socio-economic development of the territory, principles of policy implementation to support territorial development in the EU [3], [5], identify six basic principles of state regulation of community welfare: priority goals; concentration; programming; complexity; partnerships; subsidiarity. This list of principles is generalized. Based on each of them, several theses on government actions in communities can be presented. Thus, the principle of partnership which is widely used for the implementation of EU regional policy provides for increased participation of the population in decision-making related to local development. Effective state regulation of community welfare should be based on a system of principles. Legislative strengthening of new principles of state regulation should be harmonized with European principles in accordance with the signed agreements.

The effectiveness of regulating the development of territories depends on the choice and use of mechanisms of state influence on their development. It is more appropriate to distinguish two main mechanisms: administrative (organizational) and economic (market). Administrative includes a set of methods, levers and tools that ensure the direct influence of the state on the economic and social development of territories. These are legally prescribed norms and standards, requirements for licensing, declaration, quotas and other types of regulation of various activities, as well as territorial-administrative division with the appropriate distribution of powers between the main subjects of power. It is necessary to increase the efficiency of the market mechanism in communities and strengthen the influence of the state through local authorities. This mechanism should primarily include the following methods of influence [6]:

1. Increase in direct public funding which will be implemented through budget subsidies or grants to satisfaction the needs of citizens.
2. Development and implementation of a system of positional and forecasting works for efficient use of budget funds and achievement of set goals.
3. Improving the efficiency of the market mechanism which provides for the implementation of appropriate pricing, tax, investment policies.
4. The formation of effective local self-government takes place in communities. The basis of local self-government is the work of rural and settlement councils which has the following objectives: ensuring the implementation of the constitutional rights of citizens; creating conditions to satisfaction the vital needs and legitimate interests of the population.

The model of effective state regulation must be formed «from the bottom up». It is first of all about the maximum involvement of the population in participating in solving current problems and determining prospects for the future, as well as the financing of the main meeting of local self-government. Improving the welfare and attractiveness of communities is supported by a scheme to improve basic services for the economy and the population. Community renewal and development is supported to overcome the negative trends of economic and social decline and population decrease observed in many areas. Improving the organizational and legal framework of state regulation of the territorial communities' welfare is a complex process in which a targeted search for both theoretical and practical innovations should be constantly carried out, depending on the socio-political situation not only in Ukraine but also in the world community. Today, the territorial communities' regulation in Ukraine should take place 1) within the framework of social regional policy and 2) in accordance with the reform of local self-government 3) taking into account the best achievements of municipal government abroad.

Determining how to improve the welfare of both the individual and the community is one of the goals of the state economy. The task of improving the welfare of the population is a

nationwide problem that can be solved only by joint efforts of all levels of government (national, regional, local). The priority of the state is the constant improvement of the population welfare, namely the reduction of poverty, providing decent living conditions and the development of the social state. Therefore, it is advisable to identify key issues of state regulation of the territories' welfare in the context of sustainable development components, namely: poor infrastructure; low employment; unemployment; insufficient material and technical base; inefficient use of available potential; depreciation of fixed assets, demographic crisis; labor migration; deterioration of social infrastructure; low birth rate; population aging, shortage of components of natural resources; inefficient energy saving; ineffective regulatory framework in the field of state supervision; waste disposal problems; inefficient use of agricultural land; defective water supply, etc. The main orientations of the bodies' activities to increase the population welfare are [6]:

- increase in living standards due to the positive dynamics of real incomes, reducing the share of the population with incomes below the subsistence level and reducing the official unemployment rate;

- providing employment through activities aimed at promoting the employment of citizens who cannot find a suitable job and supporting business activities and the population initiatives;

- improving the quality and accessibility of social services: developing an effective system of health care, education and culture, forming a healthy lifestyle;

- providing citizens with affordable and comfortable housing: low-rise buildings, support for young families, affordable mortgages, support for young professionals, resettlement of people from dilapidated housing, overhaul of apartment buildings;

- security of residence by creating conditions for anti-terrorist protection and crime prevention, ensuring environmental safety.

Thus, welfare is determined by the vital opportunities of communities and objective characteristics which welfare indicates in the subjective satisfaction of people themselves and their lives. At the present stage, our state on the basis of communities has taken various measures to improve the quality of life of the population which is already yielding some results in the form of a slight improvement in welfare, but this does not apply to remote areas. In order to ensure the consistency, efficiency and effectiveness of the implementation of state policy in the relevant areas, modern operational monitoring tools should be introduced into the work of public administration bodies. Taking into account the territorial communities' specifics to obtain the desired result during the study of welfare, it is advisable to adapt the general parameters of assessing the population welfare in a certain model of welfare analysis. This model is possible with the help of a comprehensive system of indicators' assessment of territorial communities' welfare which can be formed in the form of «hard» and «soft» form (assessment of objective and subjective factors). To determine the «hard» indicators, it is necessary to collect comprehensive statistics which at this stage at the territorial communities' level is quite difficult to obtain. One of the key problems in determining the territorial communities' welfare is the imperfection of the database which is quite different from each other. Thus, effective state regulation of community welfare can be systematized into the certain model (fig. 1).

Figure 1. Model of state regulation of the territorial communities' welfare

Source: developed by the author

One of the main problems of local government in any country is the problem of relations with public authorities, especially central and regional. Given this fact, the key issue is the autonomy of local self-government. Among the many beliefs about solving the problems of public administration, the issue of decentralization [4] has become one of the means of improving the efficiency of communities. Thus, changes in the distribution of competencies during 2015 - 2020 years indicate that since 2016 there has been a significant reform in the distribution of competencies between levels of government in the field of management and spatial planning. Welfare is an important element for the territorial communities' growth and the stabilization of these communities' relations with local activists, the media, political parties, enterprises, state and foreign bodies and institutions, as well as the country's economic self-sufficiency. One of the tools of the model of effective state regulation, without objection, is to ensure the welfare of local communities in the model of social partnership based on investment as factors of successful decentralization, which includes: improving the quality of education (level of quality of education, completeness of the educational process, interconnection and coherence of all forms of education), ensuring the physical and moral health of the nation (increasing life expectancy, improving living conditions, providing adequate nutrition), increasing production efficiency (efficient use of all resources, use of innovative technologies, improving the efficiency of labor resources). Social partnership, as a tool to increase the welfare of local communities, provides: increasing incomes, reducing poverty and developing social assistance [7].

The Association Agreement between Ukraine, on the one hand, and the European Union, on the other, provides of carrying out for large-scale institutional and structural reforms within the established framework [5]. Consistent and effective implementation of the Association Agreement between Ukraine and the EU should create a solid basis for further sustainable political and economic development of our country, become the basis of a strategy to reform all key areas of state regulation and implement European standards to improve the population welfare. Reforming public regulation should provide a new quality in line with European best practice. In 2015, Ukraine applied the European model of regional development management. However, the new regional development tools which provide for strategic and operational planning and competitive mechanisms for the selection of regional development projects, have in fact been replaced by traditional approaches - construction, repairs of public sector facilities without reference to the regional development strategy. Thus, it was planned without taking into account objective preconditions, and it was not financed what was planned. The most common mistakes in the development of previous 2020 strategies are that the public is not involved in the development (not to criticize) and, as a result, there are no innovative ideas and partners in attracting resources for implementation. This wide range of priorities and therefore the resources involved in the strategy do not lead to the emergence of «growth points», are eroded in a thin layer in the constituencies «pockets». The choice of goals is justified not by logic, but by political interests and so the manual mode of distribution of development resources.

Thus, the new strategic period of 2021 - 2027 years for territorial communities should change: the procedure for developing strategies and action plans for their implementation, as well as monitoring and evaluating the effectiveness of their implementation, taking into account the experience and methodology of the EU on «smart specialization» (to the Resolution of the Cabinet of Ministers № 931 and 932 [8], [9]). Also, the transition to the submission, reporting, evaluation and monitoring of State fund for regional development projects exclusively on the online platform (changes to the Resolution of the Cabinet of Ministers №196 [10]). Thus, the next priority way of the model of effective state regulation of the welfare growth of territorial communities is the legislative implementation of a development strategy of smart specialization

on the ground through which the provision takes place comfortable living conditions that characterize the modern development of citizens' welfare of territorial communities [11]. Smart specialization is a local approach characterized by the identification of strategic directions for intervention (support), based on both the analysis of the strong and potential opportunities of the economy and the process of entrepreneurial search with broad stakeholder participation [12], [13]. This is an external aspect that covers a broad view of innovation, including, but certainly not limited to, technological approaches supported by effective specialization monitoring mechanisms. Smart specialization is a strategic planning approach that involves defining within the regional strategy certain goals and objectives for the development of economic activities that have innovative potential, taking into account the competitive advantages of the region. The presented continues the stated theme and aims to spread the understanding of smart specialization as a practical tool for innovative change on the ground.

And although in Ukraine the implementation of the concept of smart specialization began in early 2013 in the framework of transnational cooperation and mutual learning S3 through by providing support activities for the EU's neighbors, today only a few regions have identified key areas of specialization and move on to the business start-up process. Ukrainian realities show the immaturity of management mechanisms and the lack of systematic coordination between key stakeholders. Among the reasons for this state of affairs due to the low level of communication between central authorities, local government institutions, community businesses and research institutions are:

- Insufficient effectiveness of mechanisms for state stimulation of the development of the national innovation ecosystem: partnerships of private investors, business, science and the state in the process of forming the innovation infrastructure: technology development zones; industrial parks; business incubators, clusters, which are effective tools for capitalization of scientific developments and commercialization of innovations;

- Weak interaction of science and production in the early stages of innovation activity and low demand for intellectual property. Only a small part of domestic producers place orders for scientific developments, so in fact researchers are forced to guess what the real sector of the economy needs. As a result, a significant number of inventions are not commercially available. And companies, in turn, are in no hurry to invest in research, as is the case in developed countries, where science is funded mainly by private business;

- Insufficient awareness of access opportunities to financial resources, including grants and technical assistance projects in the field of innovation and weak activity of small and medium enterprises in obtaining such funding.

Thus, an important guideline for future economic development, in particular in the field of economic growth of the regions, is the introduction of the concept of smart specialization, which is to identify unique characteristics and assets of the region, aimed at introducing new management methods through cooperation between regional and national authorities responsible for decision-making on the development and implementation of innovation policy, and relevant stakeholders involved in such a process (entrepreneurs, universities, research institutions, civil society).

CONCLUSIONS AND PROSPECTS OF FURTHER RESEARCH

The study of the model of effective state regulation of community welfare has revealed that state regulation of territorial community development is to mobilize efforts to eliminate or minimize the social and economic negative effects that reduce the welfare of communities. The development of community areas ensures the improvement of social and economic conditions in the area. Territorial development is associated with fundamental changes in almost all aspects of community life. Efforts and resources need to be focused on the integrated development of

communities. The purpose of regulating the communities' development is to ensure a balance of mechanisms of state regulation and market instruments. It is important that the system of state regulation contributes to the enhanced provision of public goods in the area, the improvement of social infrastructure and the support of territorial economic development. Among the tools of the model of effective state regulation in modern conditions, it is appropriate to highlight: the use of social partnership and, in particular, promoting the formation of social clusters. Social partnership, as a tool to increase the welfare of local communities, provides: increasing the level of the population income, forming a affordable housing market, improving the system of redistribution of budgetary resources, labor market development and reforming the wage system, poverty reduction and the development of social assistance.

European experience proves the possibility of applying and disseminating these tools for regional development strategy, which determines competitive advantages, sets strategic priorities and implements intellectual policies to maximize the potential of knowledge-based development. In volatile economic conditions for communities, these tools can be a source of overcoming the crisis. They can be a universal medicine which is prescribed not only for the treatment of «unhealthy» communities, but also for the prevention and strengthening of «healthy». This is also important for the communities of Ukraine as the communities of Ukraine are integrated into global trade flows with broad cooperation and a competitive market where innovative transformations are constantly taking place. The implementation of these ways to improve state regulation of community welfare can be a very effective tool for future development, in particular for the possibility of integration to higher levels of European value chains. Equally important, if we succeed in implementing smart specializations in Ukraine as it operates in Europe, it will provide the transformational effect needed to modernize the industry.

The implementation of key drivers of regional growth: research, innovation, investment and competitiveness (smart), depends on the active position of the public, coordination of policy interventions and institutional support. Prospects for further research in this area at the conceptual level are to fill a certain scientific vacuum in studying the impact of instruments of state regulation on the residents' welfare of territorial communities, noting the contribution of researchers to the development of the problem.

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СКЛАДОВІ МОДЕЛІ ЕФЕКТИВНОГО ДЕРЖАВНОГО РЕГУЛЮВАННЯ ЗРОСТАННЯ ДОБРОБУТУ ТЕРИТОРІАЛЬНИХ ГРОМАД

Анотація. З'ясовано, що розвиток територій громад забезпечує поліпшення соціальних та економічних умов у місцевості. Систематизовано механізм підвищення ефективності у громадах та посилення впливу держави через органи державної влади на місцях на основі методів впливу. Визначено проблеми державного регулювання у контексті компонентів сталого розвитку. Виявлено мету регулювання розвитку територій громад. Наведено складові забезпечення моделі ефективного державного регулювання для досягнення зростання добробуту територіальних громад на основі моделі аналізу добробуту територіальних громад. Визначено, що система державного регулювання повинна сприяти посиленню забезпеченню суспільних благ у громаді, вдосконаленню соціальної інфраструктури та підтримці територіального економічного розвитку. Виділено стратегічні складові та функції державного регулювання. Окреслено базову систему принципів, яка необхідна для ефективного державного регулювання розвитку територіальних громад, та визначено напрями дій влади у рамках принципів. Сьогоднішнім громадам слід перейти від моделі розвитку до інноваційної моделі. Сформовано модель ефективного державного регулювання зростання добробуту територіальних громад. Обґрунтовано необхідність використання соціального партнерства та впровадження інновацій у діяльність громад як чинників успішної реалізації децентралізації. Наголошено, що соціальне партнерство як інструмент зростання добробуту громад забезпечує: підвищення рівня доходів населення, скорочення масштабів бідності та розвиток соціальної допомоги. Зокрема, пріоритетним шляхом удосконалення державного регулювання зростання рівня добробуту територіальних громад є законодавче впровадження стратегії розвитку смарт-спеціалізації на місцях, за допомогою якого відбувається забезпечення комфортних умов життя, що характеризують сучасний розвиток добробуту громадян територіальних громад.

Ключові слова: державне регулювання; добробут; модель; складові; стратегія; територіальна громада.

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КОМПОНЕНТЫ МОДЕЛИ ЭФФЕКТИВНОГО ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ РОСТА БЛАГОПОЛУЧИЯ ТЕРРИТОРИАЛЬНЫХ ГРОМАД

Аннотация. Установлено, что развитие территорий общин обеспечивает улучшение социальных и экономических условий в местности. Систематизировано механизм повышения эффективности в общинах и усиление влияния государства через органы государственной власти на местах на основе методов воздействия. Определены проблемы государственного регулирования в контексте компонентов устойчивого развития. Выявлено цели регулирования развития территорий общин. Приведены составляющие обеспечения модели эффективного государственного регулирования для достижения роста благосостояния территориальных общин на основе модели анализа благосостояния территориальных общин. Определено, что система государственного регулирования должна способствовать усиленному обеспечению общественных благ в обществе, совершенствованию социальной инфраструктуры и поддержке территориального экономического развития. Выделены стратегические составляющие и функции государственного регулирования. Определена базовую систему принципов, которая необходима для эффективного государственного регулирования развития территориальных общин, и определено направления действий власти в рамках принципов. Сегодняшним общинам следует перейти от модели развития к инновационной модели. Сформирована модель эффективного государственного регулирования роста благосостояния территориальных общин. Обоснована необходимость использования социального партнерства и внедрения инноваций в деятельность общин как факторов успешной реализации децентрализации. Отмечено, что социальное партнерство как инструмент роста благосостояния общин обеспечивает повышение уровня доходов населения, сокращение масштабов бедности и развитие социальной помощи. В частности, приоритетным путем усовершенствования государственного регулирования роста уровня благосостояния территориальных общин является законодательное внедрение стратегии развития смарт-специализации на местах, с помощью которого происходит обеспечение комфортных условий жизни, характеризующие современное развитие благосостояния граждан территориальных общин.

Ключевые слова: государственное регулирование; благосостояние; модель; компоненты; стратегия; территориальная община.

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