

*Veronika Lialina, Liudmyla Roienko
(Kyiv, Ukraine)*

THE INFLUENCE OF POLITICAL TRANSFORMATION ON THE CONDITION OF NATIONAL FINANCES

Мета статті полягає в дослідженні особливостей формування державної фінансової політики в умовах європейської інтеграції України. Досягнення поставленої мети пов'язане з виконанням та врахуванням наступних завдань: формулювання, розвиток і підтримка функціонування фінансового механізму цілей і стратегій фінансової політики та забезпечення належного регулювання, стимулювання і контролю за економічними і соціальними процесами, використовуючи фінансові методи.

Ключові слова: фінансова політика, європейська інтеграція, інвестиції, фактори, розвиток, фінансові ресурси.

The purpose of the article is to study the peculiarities of the formation of public financial policy in the context of European integration of Ukraine. Achieving this goal is related to the implementation and consideration of the following tasks: formulating, developing and maintaining the financial mechanism based on the goals and strategies of financial policy and ensuring proper regulation, stimulation and control of economic and social processes using financial methods.

Key words: financial policy, European integration, investments, factors, development, financial resources.

In the current conditions of the unstable state of the Ukrainian economic system, the solution of financial issues is an important factor in the stability of economic and social development of regions and the state as a whole. In this regard, monetary policy should be an effective tool for regulating socio-economic processes and be a key factor influencing the implementation of economic system reform in Ukraine, especially in the context of European integration.

Most economists believe that public economic policy is an integral part of public economic policy, which includes predetermined measures, methods of crystallization, use of financial resources by government agencies and strategic management of the use of financial resources. Let us consider the strategic goals of economic and social development.

It combines objective financial relations specified in the form of national plans and programs, management decisions that arise in the process of formulating and implementing strategies for the functioning and development of public finances.

It is advisable to agree with the opinion of Zapatrina I.V. that the financial policy of the state includes the following links:

- development of scientifically sound concepts (systems of views) of financial development, formed by studying the requirements of economic laws, comprehensive analysis of economic development, prospects for people;
- determination of the main areas of the financial use for the future and for current needs, taking into account the ways of achieving the goals set by economic policy, as well as international factors, opportunities for growth of financial resources;
- implementation of practical actions to achieve the goals [1, c.60].

Based on links to the high public finance policy, the main purposes of the European integration context can be as follows:

- monetary policy;
- guaranteeing adequate regulation, stimulation and control of economic and social processes through financial means;
- the creation of conditions to increase the amount of financial resources generated by the State;
- implementation of mechanisms for the fair distribution and use of financial resources formed;
- building an effective public financial management system.

As you know, in March 2010, Brussels approved a new European strategy for economic development for the next ten years – "Europe 2020: a strategy for smart, sustainable and comprehensive growth." Within the framework of this strategy, three main factors of strengthening the economy were identified, namely: economic development based on knowledge and innovation; sustainable growth, the creation of an economy based on the appropriate use of resources, ecology and competition; comprehensive growth, promotion of employment, achievement of social and territorial harmony. Based on these factors, it is clear that the main goal of this strategy, which Ukraine should focus on, is to increase the productivity and efficiency of national economies.

The financial policy of the state depends on external and internal factors. External factors include the dependence of the state on economic relations with other countries in terms of supplies of raw materials, materials, other resources, technology exchange, export opportunities of the state, its integration into world economic systems, etc [2, с. 124].

In our opinion, the goal that needs to be achieved in Ukraine on the basis of optimizing financial policy can be a comprehensive impact of all its components on the development of the real sector of the national economy.

Priority areas of public funding should be national functions, investment in infrastructure and basic science, ensuring minimum social standards while developing a mixed pension system and health insurance system. It should be noted that in times of crisis, and especially in the context of Ukraine's aspirations to join the European Union, the state's financial policy should be based on increasing investment expenditures, as these costs will increase domestic demand. It is also necessary to reduce the tax pressure on small and medium-sized businesses, to ensure maximum assistance to investors of any level in Ukraine, to purposefully support the national producer. In addition, solving socio-economic problems of the state will increase the general economic potential, promote social protection and state support for vulnerable groups and scientific, technological and innovative development of the state, increase the share of social services through administrative centers and the Internet.

ДЖЕРЕЛА ТА ЛІТЕРАТУРА

1. Запатріна І.В. Формування фінансової політики держави: євроінтеграційний вимір. *Вісник КНТЕУ*. 2012. № 2. С. 59-73.
2. Лисяк Л. В. Бюджетна політика у системі державного регулювання соціально-економічного розвитку України : монографія. Київ : ДННУ АФУ, 2009. 594 с.
3. Луніна І. О. Державні фінанси та реформування міжбюджетних відносин: монографія. Київ : Наукова думка, 2006. 432 с.
4. Савченко К. В. Фінансовий механізм реалізації стабілізаційної політики держави. *Вісник Київського національного торговельно-економічного університету: наук.-практ. журн.* 2013. №1. С. 77-85. URL: <http://visnik.knteu.kiev.Ua/files/2013/01/7.pdf>

УДК 330+339.1+339.5+339.9

*Марія Манзюк
(Ужгород, Україна)*

ПЕРСПЕКТИВИ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ ІННОВАЦІЙНОГО РОЗВИТКУ В КРАЇНАХ СВІТУ

Стаття присвячена висвітленню інноваційного розвитку в країнах світу. Основна увага акцентується на дослідженні тенденцій інноваційного розвитку господарства.

Ключові слова: *інновація, світовий ринок, глобалізація, міжнародне співробітництво, інфраструктура, інтеграція.*

The article is devoted to the coverage of innovative development in the world. The main focus is on the study of trends in innovative economic development.

Key words: *innovation, world market, globalization, international cooperation, infrastructure, integration.*