

# **ACTUAL PROBLEMS OF MODERN SCIENCE**

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# CONTENT

<b>1 UKRAINE - EUROPEAN UNION: STATE, PROBLEMS AND PROSPECTS .....</b>	<b>8</b>
1.1 UKRAINE'S GREEN DEAL TO THE EUROPEAN UNION ( <i>Mezentseva M., Kazakova N, Zhuravlova Y.</i> ).....	8
1.2 ANALYSIS OF PLANT MARKET PRODUCTS OF UKRAINE ( <i>Kutsyk V.</i> ).....	16
1.3 MOTIVATIONAL POTENTIAL OF A LEADER IN ENTERPRISE DEVELOPMENT MANAGEMENT ( <i>Stadnyk V., Khomych L.</i> ) .....	26
1.4 RAW MATERIAL AND RESOURCE POTENTIAL OF FORMATION OF LOCAL INTEGRATED SYSTEMS IN THE AGRO-INDUSTRIAL COMPLEX ( <i>Mitsenko N.</i> )	36
1.5 MANAGEMENT OF AN INNOVATIVE PROJECT TAKING INTO ACCOUNT RISK FACTORS ( <i>Mykytyuk P., Mykytyuk Y., Trush I.</i> ).....	47
1.6 ANALYSIS OF THE FINANCIAL STABILITY OF INDUSTRIAL ENTERPRISES AS A PREREQUISITE FOR SUCCESSFUL OPERATION IN AN UNSTABLE MARKET ENVIRONMENT ( <i>Ohrenych Yu.</i> ).....	58
1.7 ANALYSIS OF THE LNG MARKET AS AN ESSENTIAL PART OF THE STRATEGY FOR TRANSFORMING WORLD ECONOMIES AND AN ENVIRONMENTALLY FRIENDLY ECONOMY ( <i>Grzybowski M.</i> ) .....	71
1.8 JUVENILE DELINQUENCY IN POLAND - A STUDY OF CRIMINAL LAW AND CRIMINOLOGY ( <i>Ożóg Ju.</i> ).....	82
1.9 RESOURCE POTENTIAL MANAGEMENT AS A COMPONENT OF THE SYSTEM FOR ENSURING ENTERPRISES' ECONOMIC SECURITY ( <i>Hryhoruk P., Khrushch N., Grygoruk S.</i> ).....	96
1.10 COMPENSATION TOOLS IN PROACTIVE ENTERPRISE MANAGEMENT ( <i>Slobodyan T.</i> ).....	103
1.11 KAPITAŁ INTELEKTUALNY I SMART-TECHNOLOGIE W ZARZĄDZANIU NOWOCZESNYM PRZEDSIĘBIORSTWEM ( <i>Riepina I., Gonchar A.</i> ).....	110
1.12 NARZĘDZIA MARKETINGOWE W ZAPEWNIENIU ROZWOJU INNOWACYJNEGO POTENCJAŁU PRZEDSIĘBIORSTWA I WZROSTU KONKURENCYJNOŚCI ( <i>Berdychevskyi A., Pushkina Yu.</i> ) .....	121
1.13 ZASADY ORGANIZACJI ZAOPATRZENIA ODDZIAŁÓW I ZWIĄZKÓW TAKTYCZNYCH WOJSK UKŁADU WARSZAWSKIEGO W AMUNICJĘ WEDŁUG POGLĄDÓW Z LAT 70. I 80. XX WIEKU ( <i>Wojcieszak A.</i> ) .....	129
1.14 MARKETING RESEARCH IN ENTERPRISE POTENTIAL MANAGEMENT IN CONDITIONS OF COMPETITION AND EUROPEAN INTEGRATION ( <i>Gonchar O., Zakryzhevskaya I., Bitiy A.</i> ) .....	137
1.15 THE INFLUENCE OF REPRESENTATIVES OF THE POLISH NOBILITY ON THE ART OF PARK BUILDING IN PODILLYA ( <i>Khalaytcan V., Strelbitska N., Bromberek F.</i> ).....	150
1.16 PRACTICE AS AN ESSENTIAL PART OF PROFESSIONAL TRAINING OF FUTURE SOCIAL WORKERS ( <i>Nahorna O., Nahorny Ya.</i> ) .....	160

1.17 DEMOGRAPHIC SITUATION IN UKRAINE AND POLAND ( <i>Tsvihun I.</i> ).....	167
1.18 THE ROLE OF DIGITAL TRANSFORMATION IN THE MANAGEMENT OF THE ENTERPRISE ( <i>Mykoliuk O., Bobrovnyk V.</i> ).....	173
1.19 ASSESSMENT OF CLUSTER TOOLS FOR THE DEVELOPMENT OF SOCIO-ECONOMIC SYSTEMS IN THE CONTEXT OF FORMING A MODEL OF THEIR SECURITY-ORIENTED MANAGEMENT ( <i>Bohatchyk L.</i> ).....	181
1.20 KEY TRENDS AND ACTUAL PROBLEMS OF DEVELOPMENT OF THE DOMESTIC INSURANCE SECTOR ( <i>Khrushch N., Prystupa L.</i> ).....	191
1.21 PROBLEMATIC ASPECTS AND STRATEGIC GUIDELINES FOR STRENGTHENING THE TECHNOLOGICAL COMPETITIVENESS OF UKRAINE'S ECONOMY IN THE MARKETS OF THE EUROPEAN UNION ( <i>Zaychenko V., Kunytska-Iliash M., Berezivskyi Y.</i> ).....	201
1.22 MEANS OF STATE POLICY TO REDUCE THE IMPORT DEPENDENCE OF UKRAINE'S ECONOMY IN THE CONTEXT OF REORIENTATION OF FOREIGN TRADE TO THE MARKETS OF THE EUROPEAN UNION ( <i>Lupak R., Vasylytsiv T., Nakonechna N.</i> ).....	206
1.23 MARKET ANALYSIS AND NUTRITIONAL VALUE OF TECHNICAL HEMP PRODUCTS ( <i>Dombrovska O. Chursina L., Tikhosova H.</i> ).....	214
1.24 DIGITALIZATION OF UKRAINIAN ECONOMY: TRENDS, CHALLENGES AND THREATS TO THE DEVELOPMENT OF THE SOCIETY ( <i>Luchyk S., Luchyk V., Semykina M.</i> ).....	227
1.25 THE IMPACT OF COVID-19 PANDEMIC ON LITHUANIAN BUSINESS ( <i>Kazlauskiene V., Christauskas C.</i> ).....	236
1.26 MARKETING MANAGEMENT OF ENTERPRISES AND ITS TOOLS ( <i>Dovhan Yu.</i> )	246
1.27 CREDIT RATING AS AN INDICATOR OF THE FINANCIAL POLICY DEVELOPMENT OF EU COUNTRIES ( <i>Kazakova N., Maiboroda O., Korzh E.</i> ).....	255
1.28 FEATURES OF STOCK MARKET DEVELOPMENT IN THE WORLD AND IN UKRAINE ( <i>Horbanevych V., Ivaniuta P.</i> ).....	264
1.29 DIGITIZATION OF PERSONNEL MANAGEMENT PROCESSES ( <i>Pererva P., Kuchynskyi V.</i> ).....	275
1.30 PSYCHOLOGICAL PECULIARITIES OF MOTIVATION IN MASTERING A FOREIGN LANGUAGE ( <i>Kharzhevskaya O.</i> ).....	286
1.31 DUAL EDUCATION AT THE NUWEE: SUCCESSES AND PROBLEMS (ON THE EXAMPLE OF THE SPECIALTY "AGRICULTURAL ENGINEERING") ( <i>Nalobina O., Holotiuk M., Bundza O.</i> ).....	296
1.32 CURRENT TRENDS AND FEATURES OF TOURISM DEVELOPMENT AMID PANDEMIC ( <i>Liubchuk O., Sharko M.</i> ).....	306
<b>2 MODERN ENGINEERING AND TECHNOLOGY.....</b>	<b>315</b>
2.1 ROBOTICS IN UKRAINE ( <i>Zinko R., Polishchuk O., Polishchuk A., Bromberek F.</i> )	315
2.2 FRICTION BRAKE UNITS IN RAIL VEHICLES - ASPECTS OF OPERATION ( <i>Szyca M., Musiał Ja.</i> ).....	324

2.3 PROCESSING MAPS AND CONSTITUTIVE MODELLING THE HOT WORKING BEHAVIOUR OF HIGH MANGANESE AUSTENITIC STEELS ( <i>Borek W., Polishchuk A., Skyba M., Polishchuk O.</i> ).....	335
2.4 GRAIN REFINEMENT OF MAGNESIUM ALLOYS ( <i>Król M., Skyba M., Polishchuk O.</i> ).....	341
2.5 THE USAGE OF SOLIDWORKS CAD/CAM/CAE TECHNOLOGIES IN KHMELNYTSKYI NATIONAL UNIVERSITY ( <i>Kharzhevskiy V., Marchenko M.</i> ).....	347
2.6 DIFFERENTIAL ACTIVE EMG ELECTRODE IN PROSTHETICS – PERFORMANCE ANALYSIS ( <i>Dziemianowicz M.I., Tomaszuk A.</i> ).....	356
2.7 THE IMPORTANCE OF POST WELDING CLEANING AND ITS INFLUENCE ON THE CORROSION RESISTANCE OF WELDED DSS ( <i>Brytan Z.</i> ).....	366
2.8 ANALYSIS OF ENERGY DISSIPATION USING A MATHEMATICAL MODEL UNDER CYCLIC LOADS OF AN ALUMINUM ALLOY ( <i>Karasiewicz T., Polański Ju.</i> ) ...	381
2.9 PROSPECTS OF USING COMPOSITE FILAMENTS WITH HIGH METAL CONTENT FOR MANUFACTURE OF INDUSTRIAL MACHINE BUILDING PRODUCTS METHOD OF 3D PRINTING ( <i>Polishchuk O., Bonek M., Skyba M., Polishchuk A., Lisevich S.</i> ).....	390
2.10 SYSTEM RESEARCH «SHAPING FABRIC – LOADING DEVICE» ( <i>Kushchevskiy N., Koshevko J.</i> ) .....	397
2.11 EFFECT OF LASER HPDL SURFACE MODIFICATION OF X40CRMOV5-1 HOT-WORK TOOL STEEL ( <i>Bonek M., Polishchuk O.</i> ).....	408
2.12 THE INFLUENCE OF THE MILL-TURNING TECHNOLOGICAL CONDITIONS ON THE SURFACE QUALITY ( <i>Słomion M., Matuszewski M., Wojciechowski A.</i> ).....	415
2.13 EVALUATION OF ACCURACY OF THE METHOD OF CALCULATION OF THE EFFECTIVE LEVEL OF DEFORMATION OF CONTACTING SURFACES OF CYLINDER-PISTON SEALS ( <i>Tymoshchuk O.</i> ).....	425
2.14 PROBLEMS OF DESIGNING ROBOTS INTENDED TO WORK IN EXTREME ENVIRONMENT AND TEMPERATURES ( <i>Giergiel M., Szczepkiewicz T., Wójcik J.</i> ).....	431
2.15 BaTiO <sub>3</sub> -DOPED PVP NANOFIBERS FABRICATED BY ELECTROSPINNING METHOD ( <i>Matysiak W., Zaborowska M., Polishchuk O.</i> ).....	437
2.16 AUTOMATIC CONTROL SYSTEM FOR THIN POLYMER APPLICATION DEVICES WITH EVALUATION OF QUALITY AND ECONOMIC EFFICIENCY OF COATING ( <i>Horiashchenko S., Horiashchenko K., Kravchik Yu.</i> ).....	444
2.17 DESIGN METHODS FOR REDUCTION OF FORCED VIBRATIONS OF HORIZONTAL ROTARY MACHINES ( <i>Drach I., Goroshko A.</i> ).....	451
2.18 DETERMINATION OF BULK DENSITY OF MIXTURES OF FRACTIONS OF CRUSHED POLYMERIC MATERIALS ( <i>Misiats O., Misiats V., Rubanka M., Polishchuk A., Skyba M.</i> ) .....	462
2.19 INFORMATION TECHNOLOGIES FOR VISUALIZATION OF THE DIAGNOSTIC RESULTS OF THE FORMATION OF THE COMPETENCIES OF FUTURE ENGINEERS IN MULTIDIMENSIONAL NON-METRIC SPACES ( <i>Chorny O., Herasymenko L., Tytiuk V., Busher V.</i> ).....	467

2.20 FORMATION OF QUALITATIVE PROPERTIES OF TEXTILE SHOES BASED ON TECHNICAL HEMP ( <i>Boyko G., Kalinsky E., Tikhosov A.</i> ).....	478
2.21 PHYSICO-CHEMICAL AND TRIBOLOGICAL PROPERTIES OF NITROGENED LAYERS OF STRUCTURAL STEEL ( <i>Skyba M., Stechyshyn M., Stechyshyna N., Martynyuk A., Lyukhovets V.</i> ).....	488
2.22 MODELING OF INFORMATION AND ANALYTICAL SYSTEMS BASED ON THE THEORY OF FUZZY LOGIC ( <i>Mikhalevskiy V., Mikhalevska G.</i> ).....	500
2.23 MODERNIZATION OF ENERGY BLOCKS AS AN ALTERNATIVE IN PRO-ECOLOGICAL POWER SUPPLY PROCESSES ( <i>Gutsche J., Muślewski Ł., Dzioba A., Matiukh S.</i> ).....	508
2.24 CREATION THE INNOVATIVE TECHNOLOGIES OF PRIMARY PROCESSING OF BAST CROPS ( <i>Berezovsky Yu., Kuzmina T.</i> ).....	517
2.25 FORMATION OF THE MECHANISM OF COMMERCIALIZATION OF INTELLECTUAL TECHNOLOGIES ON THE BASIS OF THE FUNCTIONAL APPROACH ( <i>Pererva P.G., Maslak M.V., Kobieliya A.V.</i> ).....	527
2.26 INNOVATIVE TRENDS IN INDUSTRIAL MACHINERY ENGINEERING AND EDUCATION ( <i>Berezin L., Oliynyk O., Rubanka M.</i> ).....	538
2.27 NEW CELLULOSE-CONTAINING MATERIALS FROM HEMP ( <i>Putintseva S., Tikhosova A., Fediakina N.</i> ).....	549
2.28 STUDY OF A BIO-BASED FIRE RETARDANT FOR IMPARTING FIRE RESISTANCE TO COTTON TEXTILES ( <i>Horokhov I., Saribyekova Yu., Asauliyuk T., Lavrik V.</i> )	558
2.29 OPERATIONS ANALYSIS OF REAPER OPERATION FOR SUNFLOWER HARVESTING ( <i>Vasylchuk N., Puts V., Herasymchuk O., Martyniuk V.</i> ).....	566
2.30 MODERN TECHNOLOGIES OF MOTOR VEHICLE BODYWORK AND PAINT REPAIRS ( <i>Kałaczyński T., Łukasiewicz M., Liss M., Baranowski Sz., Dłuhunowych N., Dykha O.</i> ) .....	573
2.31 YARN CLASSIFICATION BY APPEARANCE CRITERIA ( <i>Smykalo K., Zakora O., Yefimchuk H.</i> ) .....	583
2.32 FEATURES OF TECHNOLOGICAL PROCESS OF SCREEN PRINTING ON TEXTILE MATERIALS ( <i>Prybeha D., Smutko S., Skyba M.</i> ) .....	593
2.33 RESEARCH ON THE EFFECT OF COMPOSITIONS OF BIOSURFACTANTS ON THE STRUCTURAL-MORPHOLOGICAL AND MECHANICAL PROPERTIES OF TEXTILES ( <i>Paraska O., Radek N., Hes L.</i> ).....	601
2.34 TECHNOLOGY OF FORMATION OF ANTIBACTERIAL PROPERTIES OF LINING LEATHERS ( <i>Kozar O., Zhiguts Yu.</i> ).....	611
2.35 RATIONALE FOR IMPLEMENTING EUROPEAN MODULAR SYSTEMS IN EUROPE ( <i>Dzioba A., Muślewski Ł., Gutsche J., Polishchuk O.</i> ).....	619
2.36 CHARACTERIZATION OF NANOCRYSTALLINE ZINC OXIDE SYNTHESIZED BY DIRECT PRECIPITATION METHOD ( <i>Asauliyuk T., Semeshko O., Saribyekova Yu.</i> ) .....	629

2.37 INTERNATIONAL JOURNAL OF ROTATING MACHINERY IMPROVING THE EFFICIENCY OF THE DARRIEUS ROTOR ( <i>Serilko L., Stadnyk O., Sasiuk Z., Serilko D.</i> )	637
2.38 TRIBOTECHNICAL PROPERTIES OF NANOMODIFIED FLUOROPLASTIC MATERIALS ( <i>Dykha O., Svidersky V., Kirichenko L., Makovkin O., Posonsky S.</i> )	648
2.39 RESEARCH OF TRIBOTECHNICAL CHARACTERISTICS OF ORIENTED CARBON PLASTICS ( <i>Dykha O., Drobot O., Oleksandrenko V., Pidhaichuk S., Babak O.</i> )	659
2.40 AUTOMATED DESIGNING OF MECHANICAL PROCESSES BY SYNTHESIS METHOD ( <i>Savitskyi Y.</i> )	669
2.41 COMPARATIVE ANALYSIS OF FUNCTIONALLY ADEQUATE PRODUCT MOVEMENT MANIPULATORS ON SEWING MACHINES ( <i>Orlovsky B.</i> )	677
2.42 SELECTED ASPECTS OF TECHNICAL STATE GENESIS OF HYBRID MULTIMEDIA MOBILE SCENES ( <i>Kałaczyński T., Łukasiewicz M., Liss M., Kuliś E., Wilczarska J., Musiał J.</i> )	688
2.43 POSSIBILITIES OF USING A HYBRID PHOTOELECTRIC SYSTEM WITH A STORAGE BATTERY FOR THE NEEDS OF A LOCAL OBJECT ( <i>Shavolkin O., Shvedchykova I.</i> )	698
2.44 NEW TECHNOLOGIES SYNTHESIS OF SPECIAL CAST IRONS FOR HIGH TEMPERATURES ( <i>Zhiguts Yu., Kozar O.</i> )	708
2.45 MECHANISMS WITH VARIABLE LENGTH OF LINKS FOR DRIVE GUIDE NEEDLES OF KNITTING MACHINES ( <i>Dvorzhak V., Polishchuk O., Rubanka M.</i> )	715
2.46 IMPACT OF THE DYNAMIC LOADS OF A NEEDLE-WEDGE PAIR OF A KNITTING MACHINE FOR THE LONGEVITY OF THE WEDGES ( <i>Pleshko S., Kovalyov Y.</i> )	726
2.47 WEAR RESISTANCE OF NITROGENED STRUCTURAL STEEL WITH LIMIT AND DRY FRICTION ( <i>Stechyshyn M., Oleksandrenko V., Lukyanyuk M.</i> )	733
2.48 MICROSCOPY INVESTIGATION OF MULTILAYER PE FILMS ( <i>Bilewicz M., Gliński T., Polishchuk A., Polishchuk O.</i> )	741
2.49 LINEAR CURRENT SWEEP AND MEASURING THE CURRENT-VOLTAGE CHARACTERISTICS OF THE SOLAR PANEL ( <i>Zashchepkina N., Bozhko I.</i> )	747
ALPHABETICAL INDEX OF AUTHORS	757

# **MEANS OF STATE POLICY TO REDUCE THE IMPORT DEPENDENCE OF UKRAINE'S ECONOMY IN THE CONTEXT OF REORIENTATION OF FOREIGN TRADE TO THE MARKETS OF THE EUROPEAN UNION**

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## **1. Introduction**

At the present stage of its socio-economic progress, Ukraine has experienced a number of critically negative and threatening risks and threats to national security. We are talking about external military, political, economic, informational and other aggression, annexation of Crimea, uncontrollability of the Donbass territories, loss of about a quarter of the potential of the real sector of the economy. At the same time, Ukraine has received unique opportunities to qualitatively change the vector of its economic development, integrating into a much more capacious and intellectually innovative market, which is the market of EU countries. According to the implementation of the Association Agreement between Ukraine and the EU in the near strategic perspective, EU markets should become the object of interest of domestic industrial enterprises that create added value, intend to join the development and formation of a competitive national economy. Moreover, as a result of the formation of a free trade zone with the EU, the borders of Ukraine's internal market are actually expanding on the territory of the EU.

However, the macroeconomic preconditions show that domestic actors in the real sector of the economy have difficulties and need resource and economic support for their own progress and expansion into EU markets. The situation will become more complicated every year, because the end of the preferential stage is approaching, when zero duty is applied to domestic exporters and a similar regime will be established for imports to Ukraine from the EU [1, p. 13-17; 2, p. 117-123]. It should be noted that the state resource and economic support and assistance to exporters is implemented in almost all countries that have achieved success in the development of foreign economic activity. And its volume, of course, depends on the state of socio-economic development and financial and investment opportunities of states, but it is implemented everywhere, and the role of the state is important in these processes.



In addition, it is necessary to highlight other factors (arguments) that prove the importance of implementing the state policy of strengthening the resource support of the real sector of the economy in the face of changes in the foreign economic vector of the state.

First, the objectively high level of complexity and cost of access to foreign markets, including the EU. This requires significant financial costs for marketing research, certification, adaptation to conditions of high competition, logical costs and so on.

Secondly, these are the shortcomings of the economic and legal environment of foreign economic activity in Ukraine, in particular the imperfection of the VAT refund mechanism, the immaturity of the export credit insurance system, including with state support, weak institutional and resource capabilities of domestic financial services market.

Third, these are much worse preconditions for the competition of domestic actors of the real sector of the economy with the enterprises of the EU countries. Thus, in the real sector of the economy, businesses have a critically low financial and economic condition, as evidenced by the high level of losses, low profitability, suitability of fixed assets and turnover of current assets.

The opportunities of the subjects of domestic financial and investment infrastructure remain weak, the instruments of alternative financing (leasing, factoring, promissory notes) are inefficiently used in contrast to the high availability of EU enterprises to the services and resources of financial and investment, insurance and other infrastructure.

Thus, the factors that hinder the formation and implementation of tools for resource support of the real sector of the economy in Ukraine for foreign economic activity in the EU markets include: 1) imperfection of the regulatory framework that establishes and regulates the development and functioning of the system of economic resources; 2) lack of a system of strategy and planning to create in the state a system of organizational and economic support for exporting entities of the real sector of the economy; 3) underdeveloped infrastructure and limited resource-intensive entities that provide investment services necessary for representatives of exporters of the real sector of the economy; 4) relatively high cost of bank credit resources, especially for operations related to foreign economic activity; 5) limited

practices of budgetary and financial support of exporters of the real sector of the economy.

The need to strengthen the resource support of domestic actors in the real sector of the economy in the face of changes in the foreign economic vector of the state is obvious. Accordingly, there are a number of tasks, the implementation of which would allow them to realize their full competitive potential in foreign markets. Obviously, efforts should be directed primarily at eliminating the causes and factors that prevent this.

## **2. Levels of state policy to reduce the import dependence of the economy by providing support to the real sector of the economy**

In this regard, the proposals should address the activities of central government, regional and local, sectoral, as well as functional aspects of the economic system of the country and directly business entities. Only with such a systemic approach is it possible to form an economic resource in a state where there is a war and where budgetary and private-legal finances are objectively limited.

It is objective that the main tasks of state policy *at the central level* are to improve institutional and legal support in the field of economic and resource support of domestic enterprises, introduction of strategic planning of these processes, formation of a national system of financial support (refinancing, subsidies, risk insurance and guarantees), as well as attracting investment resources from abroad. The effectiveness of such a vector of public policy will be evidenced by the gradual minimization of state participation in project financing, the active involvement of private investors in financing under state guarantees.

*At the regional and local levels*, efforts should be focused on building regional infrastructure of state support, activity of small businesses, formation of elements of private-public investment support, formation of export-oriented clusters, involvement of business associations, promotion of investment attractiveness.

*At the sectoral and infrastructural level*, it is appropriate to intensify efforts to strengthen the capabilities of domestic financial services market participants. In particular, public authorities should take on the main coordination functions in creating and developing a network of credit and financial organizations to support foreign economic activity, ensure higher efficiency of basic functions of

investment support institutions, form platforms for cooperation of foreign economic activity and financial services market, create conditions for wider use of insurance opportunities, to expand the practical use of alternative investment support instruments.

The complexity of the state policy of support of the real sector of the economy in terms of changing the foreign economic vector of the state will be evidenced by the rational choice and application of a set of tools in accordance with certain levels and areas of implementation [3, p. 105-112; 4, p. 855-864; 5, p. 39-45].

### **3. The system of state policy tools to support the real sector of the economy in the context of reducing the import dependence of the economy**

The following should be directly included in the instruments of state policy *at the central level*.

First, improving the institutional and legal framework for financial and economic support of the real sector of the economy. Here it is expedient to note the significant progress of public authorities, which managed to develop and implement (legislate) procedures to ensure large-scale expansion of exports of goods (services) of domestic origin by insuring, guaranteeing and reducing the cost of export crediting. Thus, it is planned to create an export credit agency, the main mission of which will be to provide state institutional, organizational and financial and investment support to domestic exporters. Such a state institution will function in the form of a public joint-stock company, will have an initial authorized capital and will be provided with permanent budget funding.

Domestic legislation also needs further improvement with: 1) creation and functioning of the subjects of the infrastructure of financial and investment support of foreign economic activity of the enterprises of the real sector of the economy; 2) formation of the system of state management of export support, creation of unified centers of coordination of financial and credit and information and marketing support, attraction of foreign direct investments; 3) introduction of tax benefits for manufacturers-exporters of high-tech products and other incentives for exporters; 4) ensuring the development of institutional and legal bases for cooperation between public and private institutions to support exports and attract foreign direct investment.

Secondly, it is the adoption of “vertical” strategies and state, regional and sectoral programs of financial and investment support of the real sector of the economy with an emphasis on modernization and development of production, technical and technological base and intensification of foreign economic activity.

Third, it is the expansion of budget and financial support and the formation of its infrastructure. These include: 1) the development of the already mentioned export credit agencies and export promotion organizations; 2) creation of an export credit insurance fund (including with the involvement of insurance business entities); 3) creation of specialized venture funds for financial and investment support of priority export-oriented projects; 4) development of consulting infrastructure for the provision of information services, promotion of business reputation of enterprises; 5) initiating the practice of subsidizing exporters for short-term export financing, lending by the exporter to the importer, lending to “new” exports; 6) expansion of the practice of state guarantee of cases (non-payment of the importer, loan security, counter-guarantees, investment protection against political risk, on letters of credit).

Fourth, it is the effective use of investment and innovation opportunities from cooperation between Ukraine and the EU. It should be emphasized that in the framework of the implementation of the provisions of the Agreement there is a relevant section, which provides for the provision of EU investment support to domestic exporters. And this should be used. Moreover, the participation of domestic enterprises of the real sector of the economy in EU public procurement is envisaged.

Fifth, it is financial and economic support for domestic producers by replacing part of their export costs when entering EU markets. We are talking about the active integration and convergence (but also the adaptation of domestic enterprises) of the national system of standardization and certification to European norms and standards. Thus, the produced domestic products will simultaneously meet domestic standards and norms and will be ready for European requirements.

It is positive that at the beginning of 2016 the Law of Ukraine “On Technical Regulations and Conformity Assessment” came into force, which actually introduced the transition from certification to conformity assessment of products, and a number of resolutions of the Cabinet of Ministers of Ukraine and orders of the Ministry of Economy of Ukraine executive authorities during the

implementation of technical regulation functions, the procedures for reviewing appeals against decisions of designated bodies for conformity assessment, formation and maintenance of a database of technical regulations, as well as application forms for the appointment of a certification body in the state certification system, signs of compliance with technical regulations, rules and conditions their application.

It is also possible to replace part of the costs of exporters when entering the EU markets through the full implementation of the “single electronic window” system; promotional support of domestic products, organization of bilateral and multilateral chambers of commerce, business centers, representative offices in EU countries.

*At the level of regional and local* authorities and public administration, in order to realize the investment and innovation potential of domestic actors in the real sector of the economy, it is possible and necessary to implement the following tools. Yes, the infrastructure of financial and investment support needs to be formed and developed. These are investment and innovation platforms, communication platforms for producers and investors, technical and implementation special economic zones and technology parks, project companies, insurance business entities, investment and information portals, etc.

Executors of the state management system should partially take over the functions of realizing the export potential of small business entities. It is positive that in a number of border regions of Ukraine the adoption of a regional Strategy for the development of small businesses is being actively developed and planned. It is important in this strategic document, as well as further in the relevant programs to provide a section that would address the implementation of this area of potential of small businesses, especially since the regions border on EU countries.

Thus, regional and local authorities need to form elements of private-public support for enterprises-exporters of the real sector of the economy. It is a question of creation of investment funds of support of export projects on branches, territories, sectors of economy, etc.

Given the changing vector of foreign economic policy, the processes of initiating and supporting the creation of clusters with the participation of partners from EU countries, especially in the framework of cross-border cooperation, are of

great practical importance. Here, the interest of domestic industrial enterprises will be to gain access to the latest technologies, high-tech equipment, means of rational use of economic resources, as well as opportunities for cross-border integration into the scientific, technological and innovative environment.

Along with the implementation of cluster initiatives, active promotion of the investment attractiveness of territories, in particular their production and export complex, should be ensured. Accordingly, regional and local public authorities should engage in information and consulting activities, promote exhibition and fair activities, trade and political activities, and involve public and non-governmental organizations of local and national importance for this purpose.

It is important to create incentives and opportunities to involve functional and infrastructural elements in these processes. We are talking about the creation and development of credit and financial organizations for investment support of foreign economic activity. An important aspect is the involvement in these processes of branches and subsidiaries of domestic banks abroad to attract external financial resources. Cooperation through an export credit agency with international financial organizations for the accumulation of foreign investment aid is also promising.

*At the sectoral level*, the opportunities of the investment sector should be used more widely. It could be important to involve leading foreign investment corporations in cooperation, as well as to create (in the strategic perspective) a domestic corporation of foreign private investment for investment and guarantee support of exporting enterprises of the real sector of the economy.

Another defined tool is to strengthen the participation of the insurance sector in minimizing risks and guaranteeing foreign economic activity, ensuring access of the real sector of the economy to financial and credit resources, including through the creation of insurance guarantee funds.

To date, alternative financial instruments, such as seleng, factoring, forfaiting, and crowdfunding, have not been widely used among enterprises in various sectoral sectors of the economy. Through selenium activities, industrial producers will be able to significantly increase the activity of use and renewal of non-current assets and external intersectoral partnership, investment and innovation cooperation. Factoring contractual operations allow to solve the problems of repayment of receivables for sold products, accelerate turnover and

optimize the structure of inventories, ensure timely reinvestment of capital and increase its profitability. Forfeiting operations are even more relevant for enterprises in foreign economic activity, which makes it possible to obtain loans from foreign investment institutions, use the potential of foreign direct investment funds, minimize currency and credit risks, reduce transaction costs and facilitate access to foreign innovation markets. In an effort to implement a variety of innovative projects, as well as reduce transaction costs for the organization of financing such projects, companies should conduct crowdfunding operations that involve attracting through online platforms of financial resources of a large number of individuals and legal entities.

#### **4. Conclusion**

The introduction of such an integrated approach to public policy will improve the system of resource support of domestic actors in the real sector of the economy in terms of European integration, and diversify and improve the structure of the export complex, improve conditions and environment for foreign trade, gain experience in effective public policy in the field of import substitution, strengthen Ukraine's European integration aspirations and strengthen the competitiveness of domestic producers in the common territory of the free trade zone with the EU.

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