



Вдовенко Н. М.,
Шепелев В. С.

ДОСВІД РЕГУЛЮВАННЯ РИНКУ АГРОПРОДОВОЛЬЧОЇ ПРОДУКЦІЇ У КРАЇНАХ ЄВРОПЕЙСЬКОГО СОЮЗУ В УМОВАХ ГЛОБАЛІЗАЦІЇ

У роботі розглянуто підходи до регулювання ринку агропродовольчої продукції у країнах ЄС із застосуванням інноваційних, науково обґрунтованих правил розподілу ресурсів. Досліджено фундаментальні принципи регулювання ринку агропродовольчої продукції у країнах ЄС, які закладені в нормативно-правовій базі у контексті регламентів, директив та рішень обов'язкових до виконання. Виокремлено шляхи реалізації досвіду регулювання ринку агропродовольчої продукції ЄС в Україні.

Ключові слова: регулювання, аграрна політика, галузь, агропродовольчий ринок, ринок свинини, глобалізація, Європейський Союз.

1. Introduction

Modern economic processes, formed under global transformations significantly change approaches to the agri-food market functioning. At the same time, the domestic pork market is very specific, it has its own peculiarities due to a large number of competitors and the fact that it is consumer goods. New economic relations, formed under globalization of the economy, significantly alter approaches to regulation of the agri-food market, including pork market. Macroeconomic system of the agri-food market of the European Union (EU) is governed by a prudent strategic regulatory policy of the supranational organization, the Common Agricultural Policy (CAP), internal policies of the Member States, market-based regulatory mechanisms and non-governmental monitoring systems. Therefore, the research of the European approach to the agri-food market regulation under global transformation processes and writing of the paper acquire the actual importance.

2. The object, subject, goal and objectives of the research

The object of the research is the agri-food market development and the factors that influence the effectiveness of the process.

The subject of the research is a set of theoretical, methodological and practical issues of effective regulation and improvement of the agri-food market in the EU, and a comprehensive assessment of market conditions and its impact on the end user.

The goal of the research is to substantiate trends of the EU agri-food market regulation and identify the ways of implementation in Ukraine.

To achieve the goal, it is necessary to perform the following tasks:

1. To assess the agri-food market conditions under global transformation processes and its impact on the end user.

2. To examine the fundamental principles of the agri-food market regulation in the EU, which are incorporated

into the regulatory framework in the context of binding regulations, directives, and decisions.

3. To identify the ways of implementation of the EU agri-food market regulation experience in Ukraine.

3. Analysis of published data

The works of domestic and foreign scientists, such as: Geyets V. [1], Shkolny O. [2], Ostashko T., Voloshchenko L. [3, 4], Pavlenko O. [5], Kvasha S. [6–9], Sabluk P., Kuzhel V. [10], Mogilny O. [11], Begemann F. [12], Kotler P. [13], Kosner U. [14] and other are devoted to the research of agri-food market regulation in the European Union.

A scientific approach to understanding the essence and the factors that influence the agri-food market regulation and determine the choice of the model of agriculture has formed in domestic professional literature. Primarily, Mogilny O. [12] notes that the European model of agriculture is based on three basic factors: family farming, industry versatility and comprehensive protection of food pricing system and income of producers from the market and natural forces. According to Kvasha S., the idea of a unique economic nature of the agricultural sector, unlike other types of business activities is the basis of the agricultural policy of the EU CAP. The EU CAP was designed for the food self-sufficiency of the EU, through encouraging farmers by subsidizing, a system of guaranteed prices and intervention measures [8, 15]. CAP is one of the most important and most costly sectors of the EU, which accounts for over 40 % of the budget. Trehobchuk V. connects the saturation of the agri-food market with high-quality and ecological food primarily with the stable and effective functioning of national agro-industrial sector [16].

4. Presentation of the basic material with full scientific substantiation of results

The Maastricht Treaty, signed on February 1992 has become a historical precondition for economic and

political supranational organization. In May 2015, the EU comprises 28 countries with a population of 508 mln. and ranks first in the world in gross domestic product, which is 18,4 trln. Dollars [17]. In 2014, the agri-food market capacity in the EU totaled 1,057 trln. euros, 66 % of the agricultural production of which falls on four countries: Germany 20,3 %, the United Kingdom 18,2 %, France 16,3 % and Italy 11,2 %. 11 of 28 EU states have effective demand of the population, populations of Romania and Bulgaria have statistically lowest annual expenses for agri-food products – 4240 and 3170 euros, which is 5 times less than the average indices in the EU that make up 18,250 euros. The households of Luxembourg – 33880, Denmark – 28810, Sweden – 25700 and the United Kingdom 26200 euros per year have the largest expenses [18]. The EU produces about 44 mln. tons of meat, which is 86 kg per year in terms of consumption per capita. According to 2014, pork takes the biggest share in the meat production structure – 51 %, poultry meat production is 29 %, beef and veal about 17 %. Recently, there has been a trend towards a gradual increase in mutton and goat meat production, the share of which is 2 %. The balance of the EU agri-food market by the main types of meat in 2014 is shown in Table 1. Analysis of Table 1 shows that the EU is a net exporter of pork in the world and ranks second in terms of production rate. For 2014, 22,46 mln. tons of pork were produced, 10 % of which was exported, the EU self-sufficiency in pork is 111 %. Exports of these products from third countries are quite low and of a political nature in international agreements of the preferences and commitments of the World Trade Organization (WTO). In 2014, 15 ths. tons of pork were supplied to the EU market, more than half of which came from Switzerland, Chile imported 16 %, Serbia 9 %, the rest falls on Thailand and Norway. The EU self-sufficiency in beef and veal in 2014 was 99,6 %, which forced to import of 304 ths. tons of beef and slaughter young cattle from Brazil (44 %), Uruguay (15,4 %) and Argentina 14,3 %, fewer from the US, New Zealand, and Australia. The EU is one of the major producers and net exporters of poultry meat in the world.

In 2014, 12,98 ths. tons of these goods were produced, which shows a rapid trend toward increasing production. In spite of full self-sufficiency, the EU imported 796 ths. tons of poultry meat last year. The largest poultry meat importers were Brazil (63,2 %) and Thailand (28,1 %), fewer supplies were from China, Switzerland, Israel, and Ukraine. Ukraine

received the opportunity to export poultry meat in July 2013 on the basis of autonomous trade preferences and quotas for the supply of 36 ths. tons per year. Mutton and goat meat production in the EU does not cover domestic needs in this kind of meat since 968 ths. tons were produced for 2014 and consumption fund was 1086, domestic needs were offset by importing about 195–200 ths. tons. The largest importers of these products were New Zealand 84,4 % and Australia 9,3 %, much fewer supplies were from Macedonia and Argentina. It should be noted that the main objective of the CAP was to ensure an acceptable standard of living to farmers and quality food at fair prices to consumers. The aforesaid is achieved through the organization of the common market of agricultural products using the principles of single prices, financial solidarity and benefits for the members of the Union. Implementation of the Common Agricultural Policy outlined two objectives: state regulation of agricultural production in the market and carrying out structural reforms using the agricultural production intensification programs. The tasks of agricultural policy were divided into general and national – at the level of each state. Pricing regulation and foreign trade are directly under the jurisdiction of the CAP, national policy regulates the development of infrastructure to promote agricultural production, solving social issues of rural development and environmental protection from the anthropogenic impact of production processes. Integration with the accession of ten countries of Central and Eastern Europe to the EU and the liberalization of world trade within the framework of the World Trade Organization (WTO) have led to the development of the «Program 2000», the main goal of which was expenditure restraint of the CAP. According to the program, there was a shift of emphasis of agricultural development towards food security, rural development, and environmental protection. Subsidizing and granting are gradually replaced by direct payments to farmers, aimed at promoting compliance with food standards and environmental regulations.

The EU belongs to highly supranational organizations, characterized by effective demand, the average income per person is 2,250 euros per month. However, it differs in the EU depending on the level of economic development. The largest share of income expenditure on food is in France – 33,1 %, the second place goes to Italy – 24,7 % [18], unlike them on 01.01.2014 average Ukrainian family spent 64,2 % of income on food. Under these conditions, the domestic agri-food market plays a strategically important role for the EU countries.

Table 1

The balance of the EU agri-food market by the main types of meat as of 2014

Indices	Production, ths. tons		Export, ths. tons		Import, ths. tons		Market capacity, ths. tons		Self-sufficiency in meat products, %	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
Pork	22753	22464	1882	2084	29	15	29900	20395	108,9	110,1
Beef and veal	8232	7624	357	271	321	301	8196	7654	100,4	99,6
Poultry meat	12191	12984	1159	1277	797	796	11829	12503	103,1	103,8
Mutton and goat meat	959	968	22	77	240	195	1177	1086	81,5	89,1
Balance of all kinds of meat	44135	44040	3420	3709	1386	1306	42101	41637	104,8	105,8
Balance of meat 2014/2010, %	-0,2		+8,45		-9,42		-1,1		+0,1	

Note: compiled by the author based on data summarizing [2–6, 12–17]

Fundamental principles of agri-food market regulation in the EU are laid down in the regulatory framework, which includes regulations, directives and decisions that are strictly binding. Agri-food market regulation in the EU is carried out by the compliance with the requirements and rules of Regulations, Directives and Decisions at the level of each member state and supranational organization in general. The direct regulatory rule of law includes Regulations that are valid throughout the EU, along with the national legislation in each country, responsibility for the implementation of which is laid on seven leading EU institutions, namely the European Parliament, the European Council, the Council of the European Union, the European Commission, the European Court of Justice, the European Central Bank and the European Court of Auditors [19, 20]. To adapt and ensure the implementation of Regulations at the national level, appropriate directives are adopted containing certain outcomes, which must be achieved in each of the member states, they can relate to one state or group of states or all member states of the EU. The national power institutions undertake adaptation of laws and techniques to ensure it. The purpose of the directives is the analysis and generalization of national legal spaces to a common interpretation, especially in the aspects of the single market functioning (formation of supply and demand, allocation of economic flows, safety standards of agri-food products).

In some cases, Decisions are made that are used in certain cases and are regulations of the EU. They are directed to public authorities or private persons for the implementation or termination of particular tasks or powers.

Control over compliance with technical regulations is carried out by market surveillance rather than control of the production process. The General terms and procedure for placing products on the EU internal market, assessment and accreditation requirements, and the market regulation mechanism are set out in the Regulations of the Council of the European Union № 765/2008 and the Decision of the European Parliament and the Council of the European Union of 09.07.2008 № 768/2008 [7].

The fundamental concept of agri-food market regulation in the European Union is to create a single market based on «the principle of mutual recognition». This principle of market regulation ensures that subject to compliance with the quality requirements of agri-food products, they will move throughout the EU. The same principles apply to the free trade area with third countries. The European Commission defines the term «third countries» as those which are not members of the EU-28 or the European economic area – the European Free Trade Association, which includes Iceland, Liechtenstein, Norway and Switzerland. The main regulatory document in the agri-food market is the EU Regulation 764/2008, which defines the bilateral rights and obligations between the public authorities and producers [19]. The legal framework of the EU agri-food market regulation is characterized by a tendency of gradual evolution, with the introduction of innovative, scientifically grounded rules of production resource allocation in order to ensure harmonious development of the economic system. The EU legislation is translated into 24 languages of the member states, and published in the Official Journal of the European Union for accessibility for all categories of producers and population.

The conceptual framework of the agri-food market regulation is disclosed in Fig. 1.

The Council of the European Union on the basis of the Common Agricultural Policy of the EU applies dual regulation of the agri-food market:

- horizontal regulation – legislation, relating to general principles for all food products (hygiene requirements, labeling, packing, etc.) – which is regulated at the level of regulations;
- vertical regulation – legal acts, relating to specific agri-food products (meat and meat products, milk, honey, mixed fodder, new products) – which is regulated at the level of directives.

The agri-food market in the EU is regulated in the plane of protection of trade between the countries of the Union to counter speculative foreign competition, manifested through subsidized imports and dumped prices. The methods of counteraction are penalties against importers-violators of conditions and rules of the common market functioning, implementation is under the jurisdiction of the European Commission. To regulate the trade balance of the market, three types of regulatory measures are used:

Anti-dumping measures are used in identifying the goods of the producer from the country which is not a member of the Union at below-market prices or at prices below the cost of production. When the European Commission establishes the facts violation of anti-dumping legislation, the perpetrator is obliged to compensate the damage to European producers. Fines and penalties can be fixed, variable or expressed as a percentage of the total supply. The validity of restrictions ranges from 6 months to 5 years.

Anti-subsidiary measures are aimed at ensuring a competitive environment, by a decision of the European Commission to terminate export of subsidiary goods to the EU. Subsidizing is a targeted support of domestic producers by the state, which is not a member of the EU, who, therefore, get the opportunity to sell at below-market prices or at prices below the cost of production. Fines and penalties against those importers and exporters are additional import duties for these types of goods, the validity of which ranges from 4 months to 5 years.

Preventive measures are applied in cases of sudden changes in market conditions, in which the export of certain products in the EU has an accelerated pace of growth, which does not allow the Member States of the Union to adapt to the new trading conditions. In this case, the EU, together with the WTO applies a special set of measures to limit the import operations for a period from 200 days to 8 years, which stabilizes the competitive environment. These measures are not applied to combat unfair trade or competition. Implementation of regulatory functions in the EU is carried out by using the official publication «White Paper on Food Safety». It analyzes the events and processes in the sectors of public life. Using this type of analysis, the European Commission on food safety has classified priority strategic measures relating to optimization of safety standards throughout the EU. The objectives of the «White Paper» include: ensuring corruption counteraction for transparency of the EU food market; determining proportions and building consumer confidence for bringing the quality of regulatory policy in the sphere of agri-food provision to logically-consistent, dynamic and comprehensive instruments; protecting the rights and health of consumers. The principal feature of the «White Paper» is a comprehensive and integrated approach that is primarily concerned with the food chain in the «farm to fork» system.

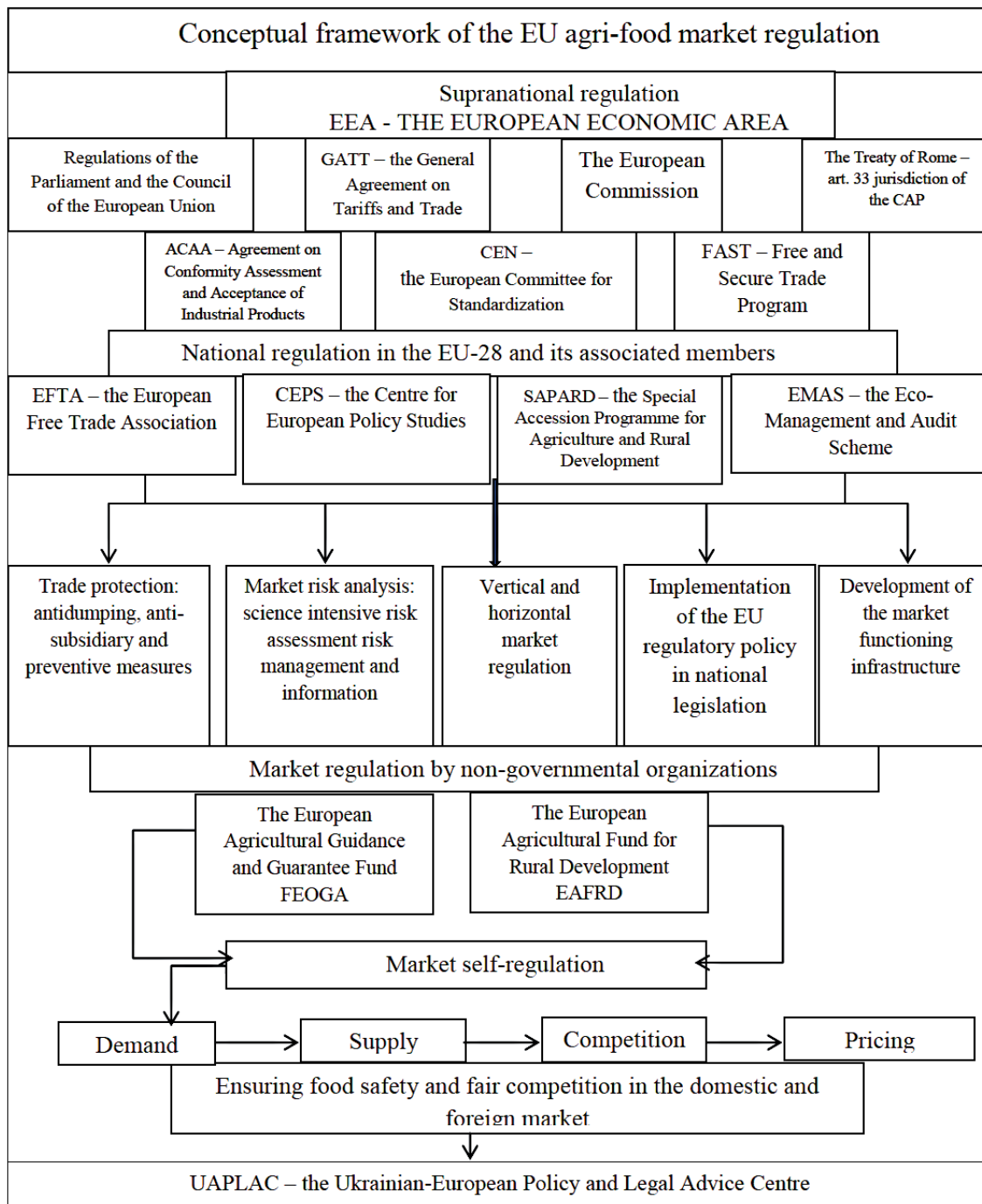


Fig. 1. Conceptual frameworks of agri-food market regulation in the EU
Note: compiled by the author based on data summarizing [3, 6–9, 20]

The control over the processes from laying-in of fodder to selling the finished agri-food products is performed. To ensure control of all links of the food chain, risk analysis, underpinning the policy of the CAP is important. Market analysis of food products in the EU is based on the following analysis components: risk assessment – analysis of objective information and compiling corresponding scientific advice; risk management – control and regulation of problem-solving environment; providing objective information about the risks.

Along with observance of safety and quality requirements, the principles of fair competition are declared in the agri-food market regulation process. To ensure fair

competition in the market, a number of regulations regarding advertising of products were adopted, namely: Directive 84/450/EU, Directive 97/36/EU, Directive 89/552/EC, Directive 2000/31/EU, Directive 2005/29/EU, which are aimed at preventing aggressive business activities in the plane of advertising of certain types of goods and regulation of market operations via electronic commercial communications.

Prices are one of the tools of the agri-food market regulation and agricultural production income support in developed countries. The function of the regulator in the EU countries is fulfilled by the so-called support prices [10, 21]. These are intervention and target

prices. The intervention price is guaranteed minimum price at which the state and procurement agencies are required to purchase agricultural products from farmers, provided that the current market prices actually drop to its level. Target prices in the EU are set to determine the desired level of market prices. Consequently, a system of protectionism and price support for most products, developed in the EU has reliably isolated the EU internal market. The costs of these measures were imposed mainly on the consumers. They bought at prices above world prices. In addition, the need to reform the Common Agricultural Policy of the EU was caused by several internal and external factors: increased requirements of the WTO – to ensure equitable and market-oriented agri-food trading system; growth in global demand for food; an increase in the number of Member States of the EU; growth of consumer interest in food safety, nutrition quality and animal welfare. Agricultural policies of other developed countries change in the same direction: the governments of these countries gradually abandon the practice of state guaranteed prices for certain types of agri-food products including pork, state intervention and export subsidies. The development of pork market is also inextricably linked to the viability of rural areas since a significant portion of their population is directly employed in the production process. Social and environmental problems are often the result of urbanization. Therefore, the viability of rural areas is an important element of the state policy [21]. Agriculture in many areas of the world is the only possible source of jobs.

The need to protect the environment as a non-trading aspect in the pork market covers agricultural landscape and other environmental issues. In the EU, many of the endangered species depend entirely on the agricultural landscape. Preservation of biodiversity is thus closely linked to the protection of agricultural landscape. Production of pork in violation of the technological process has a large negative impact on the environment. Solving these problems requires state intervention, namely the promotion of environmentally friendly production technologies and fining of environmental polluters [21]. In this context, the development of environmentally friendly agricultural production and marketing of natural products is an important factor.

Analysis of the existing mechanisms of state agri-food market regulation in developed countries leads to the conclusion that the domestic agricultural policy requires deliberate actions of the public authorities. Innovative activity and insurance are at the implementation stage, and, therefore, all the tasks for the development of these tools will be realized in the future.

The existence of unsolved aspects at the stage of Ukraine's accession to the EU has led to the emergence of some unsettled issues regarding the development of the agricultural sector in the monetary and customs-tariff policy. In particular, the definition of the base period for calculating the aggregate measure of support for the meat market in Ukraine, the introduction of customs quotas and tariffs for the certain agricultural products. Some positive changes are observed in fiscal policy. This is caused by a set of measures, including the adoption of the regulatory framework and implementation of agricultural development programs.

6. Conclusions and prospects for further research

Analysis of the material leads to the following conclusions:

1. The measures of regulation of the agri-food market, including domestic pork market, competitiveness support of domestic production need substantial revision.
2. An attempt to prove the feasibility of the agri-food market regulation, which is based on respect for the fundamental principles of food law with the established procedures should be consistent with the production standards of domestic and imported goods.
3. Application of experience of the EU member states in the area of agri-food market regulation by public authorities is required, particularly in the issues of:
 - a) regulation of speculative foreign competition, manifested through subsidized imports and dumped prices;
 - b) acceleration of the implementation of the EU legislation in Ukraine;
 - c) feasibility of dual agri-food market regulation as horizontal at the level of regulations and vertical at the level of directives.

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ОПЫТ РЕГУЛИРОВАНИЯ РЫНКА АГРОПРОДОВОЛЬСТВЕННОЙ ПРОДУКЦИИ В СТРАНАХ ЕВРОПЕЙСКОГО СОЮЗА В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ

В работе рассмотрены подходы к регулированию рынка агропродовольственной продукции в странах ЕС с применением

инновационных, научно обоснованных правил распределения ресурсов. Исследованы фундаментальные принципы регулирования рынка агропродовольственной продукции в странах ЕС, которые заложены в нормативно-правовой базе в контексте регламентов, директив и решений обязательных к исполнению. Выделены пути реализации опыта регулирования рынка агропродовольственной продукции ЕС в Украине.

Ключевые слова: регулирование, аграрная политика, отрасль, агропродовольственный рынок, рынок свинины, глобализация, Европейский Союз.

Вдовенко Наталія Михайлівна, доктор економічних наук, доцент, завідувач кафедри глобальної економіки, Національний університет біоресурсів і природокористування України, Київ, Україна, e-mail: nata0409@gmail.com.

Шепелев Володимир Сергійович, здобувач, кафедра глобальної економіки, Національний університет біоресурсів і природокористування України, Київ, Україна.

Вдовенко Наталья Михайловна, доктор экономических наук, доцент, заведующий кафедрой глобальной экономики, Национальный университет биоресурсов и природопользования Украины, Киев, Украина.

Shepelev Vladimir Sergeevich, соискатель, кафедра глобальной экономики, Национальный университет биоресурсов и природопользования Украины, Киев, Украина.

Vdovenko Natalia, National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine, e-mail: nata0409@gmail.com. Shepelev Vladimir, National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine

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Кваша Т. К.

ФІСКАЛЬНА ДЕЦЕНТРАЛІЗАЦІЯ: МОДЕЛІ ЇЇ ВПЛИВУ НА ЕКОНОМІЧНИЙ РОЗВИТОК

Однією з цілей програми діяльності уряду України є децентралізація та регіональний розвиток, максимальна передача функцій на місцевий рівень, у т. ч. додаткових бюджетних повноважень. З метою обґрунтування економічної доцільності бюджетної децентралізації систематизовані існуючі моделі взаємозв'язку між фіскальною децентралізацією та економічним зростанням та запропоновано підхід до побудови моделі впливу фіскальної децентралізації на економічний розвиток регіонів України.

Ключові слова: фіскальна децентралізація, економічний розвиток, моделювання.

1. Вступ

Відповідно до Стратегії сталого розвитку «Україна-2020» пріоритетами розвитку України є децентралізація та реформа державного управління, метою політики яких є відхід від централізованої моделі управління в державі, побудова ефективної системи територіальної організації влади в Україні, реалізація принципів субсидіарності, повсюдності і фінансової самодостатності місцевого самоврядування. Для успішного впровадження бюджетної децентралізації необхідно обґрунтувати її економічну доцільність, знайти оптимальну структуру

формування місцевих бюджетів та оцінити якість прийнятих нормативно-правових актів у цій сфері. Такі задачі можна вирішити за допомогою моделі взаємозв'язку децентралізації та економічного зростання та проведення розрахунків на її основі, що є вкрай актуальною задачею на сьогодні.

2. Аналіз останніх досліджень і публікацій

Огляд емпіричної літератури дозволив визначити, що світова наука напрацювала велике розмаїття моделей економічного розвитку з врахуванням фіскальної децент-