

the subjects of provision, without coordinating their actions and without following the general rules, have formed internal information systems that are not at all consistent either technically or normatively;

- low quality of information systems of service providers, as the vast majority of services were put into operation in violation of the requirements of the current legislation on the design, development and operation of such services, as well as the requirements for information protection;
- lack of unified identifiers that link the same type of information in different information systems, which leads to significant difficulties at the stage of achieving organizational, legal and semantic interoperability of information systems;
- absence of minimum requirements for interoperability of information systems of service providers at the stage of design and development does not allow to take into account further electronic interaction of their services with external services;
- uncertainty of unified requirements for electronic interaction of electronic services (formats, standards, procedure) of the providers, the absence of which allows to create separate departmental and sometimes regional systems of electronic interaction, which are problematic in compatibility with each other;
- absence of a unified functioning system of electronic interaction, the functioning of which will ensure automated exchange of information from electronic services of providers according to standardized rules;
- lack of basic state electronic registers, such as the demographic register and the address register.

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## **ORGANIZATIONAL ASPECT OF ADMINISTRATIVE SERVICES MANAGEMENT IN THE SYSTEM OF MODERN INTERNATIONAL ECONOMIC RELATIONS**

Y. TARASENKO, Student

*O.M. Beketov National University of Urban Economy in Kharkiv, Kharkiv, Ukraine*

Implementation of the concept of e-services development in Ukraine requires improvement of the management of the system of administrative services aimed at interaction between public administration and civil society, namely, ensuring not only

the conditions for the integrated use of all types of state information, free access to it by citizens, improving the efficiency of public administration, but also creating conditions in which citizens can participate in public administration processes aimed at improving the quality of public services.

The policy of decentralization of powers in the process of administrative services provision to the local level of government, in particular through the instruments of delegation, was adopted as a systemic solution to the problems. Despite the need to coordinate such actions with the reform of local self-government and administrative-territorial structure, attempts were made to transfer some basic administrative services to the local level, since decentralization was identified as an effective mechanism for increasing the influence of society on the subjects of administrative service provision.

In order to justify the necessity of the declared policy, the following provisions were attributed to the advantages of decentralization: increasing the influence of civil society on the quality of service delivery; effective organization of service delivery (appropriate powers of the head, responsibility); efficient use of public resources (personnel, premises, equipment, etc.).

However, until now, some cities of Ukraine do not have enough technical, financial or human resources to assume delegated powers. The result of such unpreparedness is the appointment of one responsible person from the staff of the local self-government body to perform the functions of the entire 'integrated office' [1].

Thus, the subject of the appeal does not participate in the development of the result of the decision, the implementation of which is entrusted to the activities of civil servants and officials of public administration bodies, which is coordinated by the administrator. Therefore, the administrator acts as a state "intermediary", which makes it impossible for the subject of the appeal to have direct contact with the subject of the administrative service and thus eliminates the corruption component, as well as simplifies access and conditions for obtaining services and significantly reduces the time for registration of such services.

In the context of reforming the management of the system of administrative services, the introduction of electronic management technologies, namely, informing the subjects of the appeal on the procedure and possible outcome of the process through information terminals, call centers of public administration and the creation of the Portal of administrative services allows us to talk about the harbingers of the third model of management of the system of administrative services - "electronic office".

The "E-model" of administrative service delivery system management is an automated process of administrative service provision from the usual informing to financial transaction and other operations, with the help of electronic resources services that provide remote interaction [2]. Such a model of system management will allow to carry out the process of providing administrative services through a single access point - the Portal, integrating into it the electronic resources of "departmental offices", the information system of interdepartmental electronic interaction of public administration bodies and the formed electronic registers, directly in 24/7 mode, by using the program on the personal device of the subject of the application.

In addition, most citizens prefer the process of obtaining administrative services through ICT, and every year this number will grow, as the younger generation of

potential subjects of appeal increasingly impregnate their lives with information technology. Undoubtedly, to some extent, the functioning of "integrated offices" minimized the conditions of systemic corruption, which slightly increased the satisfaction of service users.

#### Literature:

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## **ЦИФРОВІЗАЦІЯ ЕКОНОМІКИ УКРАЇНИ: НЕОБХІДНІСТЬ ЇЇ РОЗВИТКУ ЗА СУЧАСНИХ УМОВ**

Д. В. КЛИМЕНКО , студентка групи МіЕк 2019-1  
*Харківський національний університет міського господарства імені О. М. Бекетова, м. Харків, Україна*

Стрімкі темпи цифровізації за останні роки значною мірою вплинули на національну економіку кожної країни. Україну, як молоду державу, що знаходиться в процесі розвитку, не могла обійти цифровізації діяльності суб'єктів господарювання. Більш того, за оцінкою статистичних даних 2017-2021 року спостерігається збільшення кількості підприємств , що мають доступ до мережі Інтернет [1, с. 3]. Це вказує на позитивну тенденцію та значну перспективу виходу українських виробників на міжнародні ринки. Але не слід забувати про існуючі прогалини в даній галузі, що все ще стримують розвиток інформаційного суспільства.

Один зі значних переворотів як у соціальному житті кожного, так і в цілому всіх галузей світової економіки став COVID-19. Його поява повністю змінила хід дій та змусила запровадити величезну кількість обмежень. Здавалося б, що нас чекає занепад значної кількості галузей економіки та нова реальність стала великим поштовхом для розвитку цифрового бізнесу та стимулом до трансформації національної економіки. У 2019 році створено Міністерство цифрової трансформації України. Його поява вела за собою збільшення кількості онлайн-послуг, та зростання ІТ-індустрії в Україні.

Навіть за складних умов у країні та світі через пандемію, зростання експорту українських товарів і послуг на початку 2021 року вказує на відновлення національної економіки. Експорт до Китаю зріс на 55 %, до Великої Британії – на 38 %, а до країн Європейського Союзу – на 17 % [2, с. 23]. Хоча такі показники вказують на незначне уповільнення процесів глобалізації, але дарують надію на відновлення їх темпів.

Рівень конкурентоспроможності залежить від багатьох відомих нам факторів: якості товару, ціни, якості сервісу та багато іншого. Але за нинішніх умов однією з необхідних складових високої конкурентоспроможності