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STRUCTURAL POLICY IMPLEMENTING***Сергій Гонта***НАУКОВО-КОНЦЕПТУАЛЬНІ ЗАСАДИ РЕАЛІЗАЦІЇ
СТРУКТУРНОЇ ПОЛІТИКИ ДЕРЖАВИ***Сергей Гонта***НАУЧНО-КОНЦЕПТУАЛЬНЫЕ ОСНОВАНИЯ РЕАЛИЗАЦИИ
СТРУКТУРНОЙ ПОЛИТИКИ ГОСУДАРСТВА**

Scientific-conceptual principles of structural policy implementing of the state through cognition of its essence and main characteristic features of forming and introducing are developed within the article. Analysis of various scientific approaches and essence of such categories as "structure" and "policy" allowed determining the essence of this policy and describing its nature. Also, within the article approaches to defining the aim of the structural policy of the state are considered, its author understanding is offered and under its content main task of the defined policy are laid down. Considerable attention is paid to methodological bases of forming and implementing of this policy that was made through clearing and description of its basic principles.

Key words: structure; policy; structural policy; economic system; principle; economic policy.

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У межах статті розвинуті науково-концептуальні засади реалізації структурної політики держави через пізнання її сутності та основних характерних рис її формування та впровадження. Аналіз різних наукових підходів та сутності таких категорій, як «структура» та «політика» дозволило визначити сутність цієї політики та описати її природу. Також у статті розглянуто підходи до визначення мети структурної політики держави, запропоновано авторське її розуміння та сформульовані до її змісту основні завдання зазначеної політики. Вагома увага приділена методологічним основам формування та реалізації цієї політики, що було зроблено через з'ясування та опис базових її принципів.

Ключові слова: структура; політика; структурна політика; економічна система; принцип; економічна політика.

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В рамках статті развиты научно-концептуальные основы реализации структурной политики государства через познание ее сущности и основных отличительных характеристик ее формирования и внедрения. Анализ различных научных подходов и сущности таких категорий, как «структура» и «политика» позволил определить сущность данной политики и описать ее природу. Также в статье рассмотрены подходы к определению цели структурной политики государства, предложено авторское ее понимание и сформулированы к ее содержанию основные задачи указанной политики. Значительное внимание уделено методологическим основам формирования и реализации данной политики, что было сделано через определение и описание базовых ее принципов.

Ключевые слова: структура; политика; структурная политика; экономическая система; принцип; экономическая политика.

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Statement of the problem. National economy as research object is a difficult macrosystem. The system developed under the influence of a significant number of factors that cannot be fully identified and are expected effect of actually using modern methods of scientific knowledge. However, the study of the national economy and the knowledge of basic economic processes within which the state is one of the main subjects is an important part of building relationships in the future to improve the socio-economic development of society. The study of the national economy as an object of knowledge always requires two implementing global processes. The first is to examine the features of its operation until cognition, i.e. implementation analysis of the current state of the national economy, which reveals the basic problems and generally understand the state of the object. The second process to develop measures of correction trends

THEORETICAL PROBLEMS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY

in its functioning to promote the development of national economy. This requires the development of basic knowledge about it.

However, the continued operation of the national economy does not end only by the presence of information about its current state of development. The researcher must also take into account the external environment in relation to the economy as a single, integrated system, which is quite affect future determinants of its development. In this case, there is a difficult task: the formation of such a strategy development of the national economy, which takes into account the existing potentials for its development in the future, pay attention to the available resources to meet the global trends of economic operation, helped to protect the domestic market and create conditions for socio-economic prosperity of the nation. As a result, without creating an effective structural policy to achieve established objectives is impossible, because the state during its execution, possessing large set of tools and instruments of different nature, is able to create conditions for the functioning of various economic entities that eventually will select the correct path development.

Absolutely agree with O.A. Melnichenko and V.M. Mykolyuk, which noted that the national economy features by some changes of quantitative and qualitative parameters and operating conditions of business entities under the influence of market mechanisms and state regulation. The current state is the result of the processes occurring in the national economy in previous years, and a prerequisite for further changes in the future. This should take into account not only the existing resource potential of the national economy, but also on the efficiency of its use, that substantially determines performance of the state structural policy [6, p. 131].

The outlined gives reason to understand the importance of building effective state structural policy, which should be implemented in the long term. To change the structure of the national economy quickly is extremely difficult. Therefore, continuous compliance of its main directions is extremely important from the standpoint of obtaining the desired effect. In this process, economic benefit and social effect must overcome political ambitions and help to reduce inefficient decision-making at the national level. Agree with the opinion of T.V. Romanova, which notes that the study on economic restructuring is important to determine the state's development strategy for the long term, especially in the intensification of globalization. Shaping structural policy, its methodological and practical study should be a priority of research in terms of integration-oriented economic development policy [9, p. 134].

Analysis of recent research and publications. The formation of an effective state structural policy are currently the focus of research of many scientists. Today there is an active debate in the scientific community on both theoretical and methodological positions of functioning and development of the policy and practical measures for its implementation in order to obtain the best results for all economic actors. The main scientists dealing with the deepening of conceptual and scientific bases of formation of structural policy are: Zh.D. Anpilogova, K.V. Baranov, V.G. Bodrov, O.L. Kyselov, A.P. Kryvak, O.Ye. Krykhtin, V.O. Lutskov, O.A. Melnychenko, A.V. Nevesenko, I.I. Pasinovych, N.M. Popadynets, L.O. Potravka, O.M., Rekheta, T.V. Romanova ta Yu.M. Chaika.

Allocation of previously unsolved parts of a common problem. However, despite the large number of scientific works in the field of learning design and implementation features of the state's structural policy today is not fully justified its scientific and conceptual basis. Additional research questions require identification and study the content of the principles of this policy, deepening its functions within the market economy.

The purpose of the article. The aim of the article is to substantiate scientific and conceptual framework for implementation of structural policy of the state.

THEORETICAL PROBLEMS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY

Presentation of the basic material. Therefore, an effective structural policy of the state is really an important step to the formation of favorable conditions for doing business in the country, which ultimately contributes to the development of the national economy. In fact, structural policy can shape the future structure of the national economy, change of proportions between its different branches and areas, to facilitate activation of priorities and important from the standpoint of the existing potential areas of economic activity to lay the solid foundation of economic prosperity in the future. Structural policy is important also from the standpoint of ensuring proper national economic security is an extremely important task, especially in today's turbulent operating environment of our country. Absolutely supports the opinion of V.G. Bodrov that the need for structural policy dictated by the presence of so-called "market failures", or the inability of the market to effectively solve structural imbalances in the national economy. In addition, new high-tech industries require active government protection as unfavorable starting conditions make them uncompetitive in the global market. In these cases, the social costs of market regulation without government intervention are usually higher [1, p. 84].

Thus, we believe further development of theoretical principles of formation of effective of the structural policy requires first of all identify the essence of this policy and understand its nature. In fact, the outlined period can be known by studying essence of categories "structure" and "politics". Within this article, the "structure" will be considered as a set of components of one system that are hierarchically identified, form and develop stable relations in the process of their interaction among themselves [2, p. 85].

The term "policy" is inherently quite difficult from the standpoint of its study and understanding. Nowadays worked out a large amount of knowledge in the sphere knowing the essence of politics, especially its origin and development. Designated definition is universal by its nature and used in many sciences. We do not aim at a detailed examination of the essence of that definition and the search for new scientific aspects deepen its theoretical and methodological foundations of existence within this article. We propose to consider politics as a science of state government, its goals and objectives, as well as available to the state of the tools and levers of achieving their goals.

Should be understood that structural policy is part of economic policy. This fact necessitates the definition, within the scope of this study the essence of this category. Article 9 of the Commercial Code of Ukraine noted that the state in economic activity has long-term (strategic) and current (tactical) economic and social policies to achieve the optimal coordination and interests of businesses and consumers, various social groups and the general population [4]. Thus, the proposed economic policy viewed as a set of activities that is implemented by the state in the sphere of economic development with the aim of achieving previously defined and specified tasks. In article 10 of this law confirms the thesis about the elemental nature of structural policies in the economic, because they say that the main economic policy directions, which are determined by the state, there are: structural and sectoral policies, investment policy, depreciation policy, politics, institutional reforms, pricing policies, antitrust and competition policy, fiscal policy, tax policy, monetary policy, monetary policy, foreign economic policy [4].

Note that the question of understanding the nature structural policy is widely regarded in the scientific literature. In particular, T.V. Romanova suggests to considering structural policies as part of economic policy, which includes evidence-based methods and measures of optimal adjustment of the economic system and create an efficient and balanced proportions of interrelated elements to ensure the positive dynamics of their development [9, p. 67]. I. I. Pasinovich offers this interpretation: structural policy -- a set of state measures in the context of development strategies, which focus on the rational use of resources, scientifically based

THEORETICAL PROBLEMS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY

forecasts of development of domestic and international markets (products, technology and capital) and sent on the structure of the economy, which would provide solving urgent problems, economic growth and investment attractiveness of the economy [7, p. 34]. In the Commercial Code observed that structural and sectoral policies aimed at the implementation of progressive changes in the economic structure, improving inter-sectoral and intra-sectoral proportions stimulating the development of industries that define the scientific and technological progress, ensuring competitiveness of domestic production and rising living standards. The elements of this policy are the industrial, agricultural, construction and other areas of economic policy, for which the state has relatively independent set of measures stimulating effects [4].

After analyzing different scientific approaches to interpreting the concept of structural policy within article this category offer consider the following: Structural policy - a component of economic policy, a set of measures whose implementation is aimed at creating optimal (rational) structure of the national economy, which would allow to solve the most pressing problems of economic development.

Thus, given the basic provisions of the above interpretation, we define the main purpose of structural policy. Note that in the scientific community there is currently no clear agreed understanding. Thus, taking into account the main provisions of the given interpretation, we define the main goal of the structural policy of the state. Note that in the scientific community today there is no clearly agreed understanding of it. Sometimes scientists formulate the essence of the goals are sufficiently detailed that, in our opinion, is not worth doing, because the goal should reflect the most General terms the process that is learned. Detailing occurs in the tasks that you must perform to achieve the identified goals. N. M. Popadynets notice that the goal of the structural policy should be to bring the structure of national economy sectors in accordance to the market model of management; the achievement of a high degree of openness of the national economy and the need to therefore ensure the competitiveness of domestic production on foreign and domestic markets [8, p. 178]. V. G. Bodrov noted that the main objective of a structural policy aimed at achieving sustainable economic growth through the restructuring of national production, increase of its productivity and competitiveness. [1, p. 84]. In our opinion, the main goal of the structural policy of the state is the formation of the optimal structure of the national economy.

To achieve this goal, it is necessary to implement a number of complex tasks, the main of which are as follows:

- 1) Identification of priority directions of transformation of structure of national economy.
- 2) Development of measures to support those industries and economic sectors that have significant development potential and impact on socio-economic development of the state.
- 3) Identification of structural imbalances in the economy of the state and development of actions to reduce their negative impact.
- 4) Increased domestic demand for domestic products.
- 5) Support export-oriented sectors of the national economy.
- 6) Reducing material and energy intensity of production.
- 7) Promote the alignment of economic development between regions of the state.
- 8) Enhancing the national economic competitiveness on the world markets of goods and services.
- 9) Formation of an effective financial system of the state, which had the ability to meet the needs of economic actors in financial resources.

Note that in most scientific papers within which examines the structural policy of the state as a part of the tasks rarely allocate tasks associated with the creation of an efficient financial system in the country. However, this task is one of the most important, because without reliable

THEORETICAL PROBLEMS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY

financial system, a sufficient level of financial resources to implement measures for the restructuring of the national economy is very difficult, and in many cases impossible. We fully support the position of V.A. Lutskov that noted: "...one of the main tasks of structural policy is to create a financial system that combines savings and investment flows in the economy, increasing the competitiveness of the state and economic growth through innovation progress. Its purpose is to promote such a structure of national economy, which at this historical juncture ensured economic growth and solving current challenges" [5, p. 142–143].

Methodological basis of the structural policy of the state partly lies in the definition and description of basic principles, which should adhere to when implementing this policy. The principle is a starting position; the rule is the existence of a certain economic object [3, p. 31]. On our belief in the basic principles should include the following.

1. *The principle of science* – the essence of this principle is that the formation of the main directions of structural policy must be based on reasonable scientific principles. An important role in this process is the macroeconomic planning of development of the national economy as a whole, in the context of which are formed of structural policy directions. The development of this type of policy is a complex process from the perspective of its essence and content, and in the process of implementing its underlying determinants. That is why the principle of science permeates all stages of this policy, since each component must be reasonable, because the transformation of the structure of the national economy is not only a long-term process, but for entire industries and sectors, which ultimately affects the socio-economic development of society and the functioning of individual territories.

2. *The principle of realism* – structural policy of the state should take into account available resources, tools and levers at its core to be realistic from the viewpoint of its implementation in the country. Under this policy, in our opinion, is not sufficient to identify and describe the further transformation of the national economy, it is also important during development to provide mechanisms for their implementation and, most importantly, to understand the implications of such a policy. In Ukraine, for today, can look after a reverse situation, when important enough and expedient measures recommendations in relation to further economic development of the state remain exceptionally described in a theory, but their introduction in the real life runs into considerable difficulties of different nature, that inherent not always objective character.

3. *The principle of consistency* – the principle consists in considering the structural policy of the state of system, i.e. in the complex, exploring not its individual components, and the implementation of specific measures of transformation of structure of national economy, but determining the overall impact of the introduction of the whole complex of measures, exploring correlation and dependence interaction. This approach is important from the standpoint of ensuring the smooth and effective development of the state, because it allows solving the existing imbalances in the economy, to avoid the appearance of new, which is a significant component of the formation of the quality structural policy of the state.

4. *The principle of purpose* - Structural policies should be based around a common goal whose achievement is a strategic goal of the implementation structure of the national economy. As mentioned, the goal can be formulated quite abstract, but it must necessarily be concretized through the formation of qualitative and quantitative criteria. This allows you to understand the correctness of the chosen strategy, conducting periodic evaluation of the effectiveness of its implementation. Of course, the goal of implementation should correlate with the main determinants of economic development. These phenomena have to be in unison and structural policy always state the content must meet the economic development strategy of the country. It is for this condition, such a policy can be effective.

THEORETICAL PROBLEMS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY

5. *The principle of adaptability* - the essence of this principle only deepens the meaning of the principle of purpose. Structural policy, as noted, must meet the basic concept of economic development. In fact, outlined policy is part of economic policy and its implementation can achieve the main targets of the country. However, outlined policy should also take into account the basic concepts further implementation of other economic policy not contradict their content.

6. *The principle of correction* – the principle of structural policy is the constant monitoring of the real state of the national economy, its structure and its comparison baseline with the projected directions of economic and, therefore, the structural policy. Given the extreme complexity of forming an effective and efficient structural policy of the state in the identification of deviations between planned activities and actual costs to make adjustments in its content. This approach also reflects the openness of national economy as a macroeconomic system is not always predictable factors of external nature. Quite often, it is difficult to identify internal threats and to predict their entire set. It also requires understanding the capabilities of the correction of the basic measures of the structural policy of the state in the implementation process. Quite agree with the opinion of V. G. Bodrov, that structural policy is also cyclical and requires constant adjustment because the existing structural shifts change the economic environment and economic conditions [1, p. 84].

7. *The principle of alternativeness* – the essence of this principle is important within the structural policy of the state to develop several scenarios of its implementation. This is because it is impossible to identify the main determinants of this policy and to predict its full effectiveness in modern conditions of functioning of the national economy. This is why the development of alternative scenarios the identification of policies with different implementation mechanisms established events and their impact on macroeconomic indicators of development of the state, is a crucial component of this policy and its effectiveness.

8. *Principle of effectiveness* – the essence of this principle is that structural policy of the state as part of the economic policy should be implemented solely for achieving specific effects from its implementation. Effects by their nature can be different, ranging from purely economic and finishing extremely social. However, the understanding of the expected effects is important with a view to developing the strategy itself. This is because different events this policy can provide get different effects. Therefore, it is logical to assume that you should implement the directions of transformation of structure of national economy, the implementation of which requires the use of fewer resources in obtaining the maximum possible predicted effects. The previously mentioned principle is a fundamental, because it permeates all stages of the development of the strategy of the structural policy of the state, shaped by its key parameters.

9. *The principle of continuity of experience* – the essence of the principle lies in the basis of the experience of countries that were in similar conditions, had similar problems of economic development and found effective ways to overcome them. This principle requires the implementation of basic research in the field of studying foreign experience of reforming countries. Special attention should, in our view, given the experience of those countries that were able to implement qualitative changes in their national economies and to build innovative economies.

10. *The principle of mental convergence* - the essence of this principle is an objective need to incorporate not only the initial economic conditions of implementation of the structural policies, but take into account the mental space within which developed measures will be implemented. Different nations has its own unique features of economy.

This is an objective process. However, taking into account mental features can significantly slow implementation of structural policy in the state and significantly affect the efficiency of its action. Therefore, an important part of the development of this policy is to

THEORETICAL PROBLEMS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY

identify mental characteristics of the people who generally describe the relation and the role of economic entities in the development of national economy. In our opinion, the most effective structural policy of the state will be when economic development and its main directions will be contiguous with the national mental features. It is logical to assume that in reality to achieve complete parity between the two economic processes is impossible. Mentality is a generic term for the characteristic mental traits of the functioning of the nation and affects its economic development. However, as noted, the mentality is an objective feature, already existing and changing quite a long period, sometimes for several generations. Economic development is also an objective process of existence of society, however, subjected to rapid impact by the state for further direction in the desired direction. Significant economic gains in foreign countries made in the last 20-30 years. Thus, we can conclude that the principle of mental convergence allows obtaining an effectively formed structural policy of the state, which will be based on the main features of the economic code of the nation that will contribute to its better implementation.

Conclusions and suggestions. Thus, within the article developed scientific and conceptual basis of the implementation of structural policy through knowledge of its essence and main characteristics of the formation and implementation. In particular, analysis of various scientific approaches and content categories such as "structure" and "policy" allowed to determine the nature of the policy, which proposed to consider the following: Structural policy – is a component of economic policy, a set of measures whose implementation is aimed at creating optimal (rational) structure of the national economy, which would allow to solve the most urgent problems of economic development.

Also in the article considers approaches to goal-of the structural policy, author offered its understanding and formulated the basic objectives of this policy. A large attention was paid to methodological foundations of development and implementation of this policy was made through the elucidation and description of its basic principles, among which include the following: science, realism, consistency, determination, adaptability, correction, alternative, efficiency, continuity of experience, mental convergence.

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THEORETICAL PROBLEMS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY

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