

Відродження української нації, її спільність та єдність зможе подолати всі негаразди та комплекси, які сформувалися в українського народу в процесі його становлення як політичної нації. Отже, щоб зжити деякі історично притаманні українцям негативні риси ментальності, які проявляються на сучасному етапі державотворення, необхідно визначитися із спільною метою нації та чітко дотримуватися визначених шляхів і засобів досягнення суспільного ідеалу. Становлення України як суверенної держави можливе лише за умови згуртування людей, які проживають на її території. Сьогодні усім варто зрозуміти, що український народ досягне свою національну свободу, як і свободу кожної людини, тільки тоді, коли сутністю духовного ества та необхідним принципом буття нації у всіх сферах її життя стануть найголовніші первинні складові етнічного самовизначення – національна самосвідомість, національна гордість, патріотизм, почуття єдності, а також свідомість помірною співвідношення індивідуального і суспільного.

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### **PERSPECTIVE VALUE OF ELECTRONIC GOVERNMENT SYSTEM FOR THE DEVELOPING OF GLOBAL INFORMATIONAL COMMUNITIES WITH MULTILEVEL STAKEHOLDERS STRUCTURE**

Modern international political landscape represented by various actors, that operates on different social, economical and political levels. It is huge, and not always flexible multistructure and its failure causes widescale negative effects.

Analyzing the EU as a factor of transformation of the state power, it is necessary to approach its analysis in both theoretical and practical contexts. The practical side

concerns the comparison of the process of implementation of the EU system with the political reforms of the late twentieth and early XXI centuries. At the level of theoretical analysis, it is necessary to find out how the introduction of EC is combined with other conceptual approaches, such as new public management and good governance [1].

One of the features of the development of administrative processes in the state in the third quarter of the twentieth century is its deep transformation, rethinking the role of the state in society and its main characteristics. In addition to its depth, the political changes of this period are universal, taking place across the planet within the entire global community. The reasons for this are primarily the growing structural complexity of socio-political systems and international relations, as well as the extreme dynamism of such transformations.

In fact, the large-scale introduction of ICT has become one of the main directions of reforms. It is also obvious that the implementation of the EU system is closely related to the implementation of other projects – the transformation of organizational channels and structures of public authorities, a radical revision and reengineering of administrative processes, the introduction of a model of management by results and from results. A significant number of researchers tend to consider the introduction of the EU system a more significant process than the simple Informatization of state structures. So, in particular, I. Diamond also notes that in a few years no one will be talking about EE, but the changes that will begin this process will affect the way the state provides services, how it sees itself, and finally, how public services are organized [2].

One rather authoritative in matters of information technology development source – Gartner Group in its definition of the term «e-government» focuses on the transformational aspects of «E – government- the transformation of internal and external relations of state bodies with the use of the Internet, information and telecommunication technologies to optimize services, increase in the influence of society on development processes and political decision-making, improving domestic processes» [3]. This definition is the most consistent and denounces the main problem of the theoretical model of the implementation of the EU system, namely the potential possibility of replacing deep transformations with banal automation of existing administrative processes. This, in turn, will make it impossible to achieve the main goal of the reforms – to achieve a qualitatively new level of transparency of political processes and institutions and, as a consequence, to reduce the level of corruption of the authorities and to involve the General population in the processes of preparation and adoption of political decisions.

Even if we consider the automation of state structures as an independent process, its effectiveness is highly questionable due to the fact that with the reduction of resources for the implementation of individual operations, the situation of General inefficiency of the political system remains. It is possible to achieve these goals only if all parties involved in the process clearly understand the secondary role of it before large-scale transformations of the citizen-state relationship, where the former are only a means.

The priority of the previous reform and preparation of the basis for the implementation of the EU system is confirmed by the conclusions of European analytical organizations [4]. Thus, it is noted that those systems that ignored the preparatory stage and began reforming in parallel or after the deployment of the main network units, as a result, have achieved much more modest qualitative successes. Unlike those who first reformed its production processes, and already then «zacamintului» new principles of it. Based on the statistics published by the European Commission, more than half of the state organizations did not go an effective way, quickly deploying technology, but not preparing organizational structures.

According to Momentum Research Group, the situation for most countries as of the middle of the first decade of the XXI century is as follows:

- political systems that have reorganized their structure before the introduction of the latest technologies are 21 %;
- reorganization, as a response to the introduction of new it, was typical for 41 % of systems;
- and finally, 27 % for those systems whose structure and quality have not changed, despite the introduction of it.

Statistics, as we see, are quite eloquent [4].

Proceeding from the above, we can once again emphasize the importance of a comprehensive approach to the reform of the management system, which should combine not only the elements of automation, but also radically new, not traditional for the post-Soviet region, the principles of interaction between political power and society. And, although the example of developed countries demonstrates a certain isolation of the process of implementation of the EU system, it is associated with organizational issues, namely the movement of financial flows, the involvement of specific resources. At the same time, the question of the correlation of the concept of EU with other theories of state reform in the modern political field, in particular such as new public administration and «good» governance, as already mentioned above, remains debatable.

At the heart of the state reform of the period of the late twentieth century is the concept of effective state management, the basic principles of which have passed from the sphere of business. Among them, the most significant may be the following: transfer of effective management technologies from business, namely consumer orientation, evaluation by results, new ways and mechanisms of motivation of civil servants, reduction of the state apparatus by optimizing economic and economic functions and transfer of powers to the private sector (the state retains the ability to control the implementation), the implementation of the principle of subsidiarity through the redistribution of powers towards local authorities. Back in 1985 the European Charter of local self-government set out very similar concepts of the new public administration principles, namely: the need to reform the state apparatus in the direction of its effectiveness [5].

The practical achievements of the introduction of EU models can be considered the emergence of such a phenomenon as customer orientation in the provision of

relevant services by public services. Having previously borrowed this term from the sphere of economic relations and translated it into the political plane, not least thanks to J. p. According to zahman, EU theorists actually put an equal sign between the concepts of «client» and «citizen». Accordingly, the state acts as a service service, which must provide services to its customers as quickly, efficiently and relatively cheaply.

Based on the priority of the citizen in relation to the state, it is his satisfaction with the quality of services and will act as a measure of the effectiveness of the state as a system and as a political institution [6]. As practice shows, the concept of EU can and should be organically complemented by other innovations in the field of theory of the state, in particular, the concept of good governance, or public administration. In this context, it should be noted that at the end of the nineties of the last century it became clear that the effectiveness of political decision-making is greatly influenced by non-state structures, if they participate in this process. There was a process of transformation from the assessment of the political field by taking into account who and how makes political decisions and shares political responsibility [7].

At the same time, there are fundamental differences in the understanding of the role of the citizen in the framework of the concept of new public administration (of which EU is a part), and the theory of public administration. While the former views the citizen as a client who expects quality and timely services, the latter views him as a partner who shares opportunities and responsibility for making joint policy decisions. In both cases the most important mechanism for increasing the authority and confidence in the state is the maximum transparency of all political procedures without exception and the possibility of real public influence on the processes of developing and making political decisions

The inclusion of the process of implementation of the EU system as one of the stages of large-scale socio-political transformations on the way to the system of good governance «good governance» is also considered to be quite justified. The concept of good governance was proposed by the UN in 2002. It represents the General theoretical and methodological principles of reforming political power for the further development of mankind. Among the key components of this concept are the following:

- \* Participation (as opposition to alienation). Every citizen should have the right to vote in the development and adoption of decisions either independently or through legitimate representatives. This possibility should be based on the principle of freedom of Association;

- \* Law as a rule. The environment for the application of the law must be fair and common to all, especially with regard to human rights;

- Transparency. Based on freedom of access to information. Processes, institutions, and information space are accessible to all interested and competent, the depth of access must match the ability to control them;

- Responsibility. Social and political institutions and processes should be useful to the whole society;

- Orientation on the consensus. Good administration should mediate between a large number of points of view and interests, seek consensus on the basis of an optimal solution for all parties and, if possible, with the help of policies and «good» political technologies;
- Social equality. All citizens should have the same chances for development and self-improvement;
- \* Efficiency and competence. Political institutions operate on the principle of meeting the needs of society, as opposed to the principle of resource development;
- Accountability. Political institutions, public organizations and the private sector should be accountable to society according to the level of responsibility of each subject of power or economic activity;
- \* Strategic vision (thinking). Political and social leaders should be guided in the long term by the need to implement a system of good governance, taking into account regional cultural, economic, historical and political characteristics.

Despite some universality of these provisions, with qualitative implementation they can become the basis of a fundamentally new political order and for Ukrainian society. The connection of the concept of EU with the theories of good governance and public administration is manifested at all levels [8]. In particular, the introduction of the latest it has long been the basis for improving business processes due to the fact that it is relatively easy to reduce costs, increasing efficiency. Of course, such approaches will work in the public sector of public administration. It is the EU that allows reforming the state apparatus according to the logic of orientation to the citizen as a client. The introduction of the EU system should give a new impetus to the reforms that are carried out within the framework of the modernization of the state in accordance with the principles of good governance.

In the initial stages of e-government implementation, it would be wrong to contrast it with traditional concepts of public administration, because in many cases the inefficiency of the system is not due to its organizational weakness, but to the failure of implementation in the field and the lack of systemic thinking in the center. Therefore, in order to improve the efficiency of the EU, it is necessary to simultaneously reform political institutions, including non-state ones, on organizational principles, to form an appropriate level of political culture of the population (one of the most important and urgent tasks), to develop the principles of civil society in combination with the preservation of cultural identity.

In the Ukrainian political field, the idea of developing an e-government system has existed for a long time, but most often it is considered only in the context of its analysis as one of the components of successful integration into the European community. Along with certain achievements in solving this issue, there are many difficulties associated with cultural, economic, geographical and other features of Ukrainian society. And one of the most urgent in this context is the problem of digital literacy and digital inequality of Ukrainian society. As the world experience shows, the success of the e-governance model depends not least on its inclusiveness, maximum involvement of society in its development and further functioning.

The problem of attracting the population to actively participate in the implementation of e-governance is associated with the search not only for common, common motives, but also individual, specific for each individual citizen expectations-service user, entrepreneur, civil servant, etc. and if you find motivation for a private entrepreneur is easy enough, then motivate a civil servant in modern conditions – a task of great complexity. One of the effective mechanisms to address this issue is the elimination of digital inequality, which in Ukrainian society has a distinct character.

The term «digital divide» has many synonyms, due to the fact that the original version of this English-language concept of digital divide «in the Russian language does not have a well-defined analogue. In the most General sense, digital inequality refers to the lack of equivalence of opportunities for different social groups to access the world wide web, and-as a consequence-to realize the right to information [9]. The emergence of this phenomenon is associated with the active development of the information society and its laws.

It should be noted that digital inequality is a logical continuation and another manifestation of social inequality. But unlike the previous stages in the new Millennium, information, and with it the entire information sphere becomes a powerful weapon, the use of which in the vast majority of cases gives much faster and better results. That is why the problem of overcoming digital inequality and digital hunger goes far beyond the motives of education and social welfare, directly connecting with the issues of information security at the state and public levels.

On the other hand, there is an opinion that the problem of digital inequality is related only to economic discourse, since economic factors are the determinants of digital inequality. Accordingly, this problem should be solved primarily at the economic level. It is unambiguous that for the modern Ukrainian society this problem goes far beyond the economic discourse. Yes, according to R. J. Kaufmann digital inequality (in the author's interpretation it is «digital gap») should be considered in five different dimensions, namely:

- \* access, which refers to the availability of logistics, software and information networks,

- \* personal-unhindered access and use,

- \* value-target-template use of technology capabilities, or non-standard approach,

- from the point of view of skills of optimal use of,

- \* collectivist, namely real opportunities for interpersonal interaction of novice users with experienced users and experts through specialized social networks [10, p. 338-382]

- \* At the same time, the definition of digital inequality is very ambiguous. From the available points of view, there are two relevant positions: in the first case, digital inequality (here it can be associated with «digital gap») is considered as a physical limitation on access to information and communication technologies. This limitation is objective, that is, based on economic, geographical, political and other factors that are not directly related to the consciousness, habits and preferences of citizens. This

understanding of digital inequality turns it into a statistical concept. Examining digital inequality in this context, it is possible to draw conclusions about the e-readiness or General level of development of information and communication technologies in a given society.

The elimination of digital inequality in this sense is a priority task of political institutions, stakeholders of the political field, as well as politically active citizens (social initiative). Overcoming the digital divide can still be considered to achieve a certain correspondence between the size of society and the number of connections to the world wide web. That is, in this case, the problem is more of an economic nature, and its solution, respectively, depends on the available economic resources of a society. In General, the creation of an electronic management system solutions to this issue can be presented as the first part of the practical implementation.

At the same time, in most specific cases, and in Ukrainian realities, in particular, the difficulties of practical implementation of the e-governance system are associated with several other issues that directly correlate with a different interpretation of the concept of «digital inequality» (meaning «digital divide»). Social inequality in this approach is considered as a social category, the essence of which lies in the differences of worldview and non-equivalence of the value bases of different social groups. Simply put, not for everyone the e-government system is the personal dominant, which in the future should become the social norm. Considering digital inequality in this context, its main causes should be found in the socio-cultural characteristics of each particular society, its political history, modern ideology, typical political practices and in General in political culture. It is important to emphasize that digital inequality is not related to social or physiological inequality. The problem in this case can be formulated as the reluctance of a certain part of society to accept the latest technologies as important, useful, and in some cases necessary in the modern world.

Man, according to one of the most authoritative representatives of social psychology.- G. Tardom, is a being rather conservative. Therefore, any innovations automatically cause an opposition reaction, which can manifest itself in a variety of behaviors: from simple denial to radical violent resistance [11]. Accordingly, the emergence of innovations is not always accompanied by a positive assessment and acceptance of society. At the same time, in the new Millennium conformism – through its negative impact on the innovative potential of society – becomes a big social problem. The consequences of such influence in the long term can be catastrophic for the whole society. Despite the fact that the world community has long been defined with trendovistyu concept of information society, the adaptive potential of a particular individual and a certain community becomes a powerful resource of political and economic dominance. It is the skills of rapid adaptation to new conditions (both natural and social) that open up huge opportunities for further sustainable development of any society.

The world web is developing much faster than its media predecessors. Thus, the technology of radio signal transmission took almost forty years to reach an audience of 50 million, in turn, all the same 50 million audience viewers received after 13

years of operation. As for the Internet-in less than four years the number of its users has reached a similar level [12]. And there is no reason to believe that this process will slow down in the coming years. Education, at one time, was an integral attribute of the elite social system, and an unattainable lure for others. Moreover, knowledge, as a resource of power, has always been of great importance, and in the modern world, this resource has become decisive, displacing all others.

In countries such as Australia, Canada, Germany, India, Japan and many others for a long time at the legislative level adopted a package of decisions aimed at creating equal conditions for the whole society and opportunities for access to the latest technologies. Special attention is paid to providing opportunities for people with special needs to fully receive these services. The implementation of this principle is entrusted not only to the state, but also to all subjects of economic and political activity. In the US, this problem has also been solved for a long time. Moreover, the current legislation at the Federal level forces manufacturers of telecommunications equipment in the design process to consider the specific needs of a certain category of consumers. The same applies to software manufacturers.

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## **ГЛОБАЛІЗАЦІЯ І РОЗВИТОК МЕРЕЖІ СВІТОВИХ МІСТ**

Розвиток міст і їх систем завжди знаходилося у фокусі уваги дослідників. Сучасні і досить помітні зміни в умовах, функціях, перспективах розвитку міст вимагають переосмислення класичних моделей їх розвитку і розробки нових, які більш тонко уловлюють зміни, які відбуваються в світі. Незважаючи на те, що в міжнародних відносинах і світовій політиці головну роль, як і раніше грають держави, на початку ХХІ ст. все активніше стали проявляти себе недержавні гравці. Збільшення їхньої ролі відбувалося в світі на фоні розмивання меж між внутрішньою і зовнішньою політикою і одночасно з ростом взаємозалежності політичних і економічних процесів, що протікають в різних країнах. В умовах зростання конкурентної боротьби за матеріальні і нематеріальні ресурси перед пануючими елітами гостро стояла проблема лідерства в представництві інтересів регіону на рівні відносин центр – регіони, регіон – регіон, регіон – глобальний світ.

Термін «глобальне місто» використовують для позначення урбанізованого регіону, який має глобальний вплив, на основі наступних напрямків.

1. Місто виступає як центр підвищення якості територіального управління, точки зростання для країни і регіону, виступаючи на міжнародній арені в формі «воріт» в глобальний світ.

2. Місто виступає в якості важливого елемента регіональної і світової економічної мережевої структури, підвищуючи конкурентоспроможність національної та регіональної економік.

3. Місто значно впливає не тільки на регіони свого місце розташування, але також на макрорегіони світу.

4. У сучасному світі міста виступають в якості регіональних комунікаційних центрів, центрів престижного споживання і взаємодії еліт глобального, регіонального і локального (територіального) рівнів.

5. Сучасні глобальні міста є центрами відтворення знань і навчання нових фахівців завдяки розвиненому і високо мобільному освітньому середовищу [1].