

measures for the development of human resources, mastering modern forms and methods of recruitment, use and evaluation of personnel, measures to motivate labor, formation of a reserve and organization of vocational training, etc." [1].

It is clear that the state personnel policy should be based on a constant analysis of work with personnel and real prospects for the development of this process based on the necessary organizational and financial support.

Work with personnel is organized and conducted in accordance with the human resources policy. It includes the entire arsenal of measures, forms, methods related to providing the executive body with qualified employees. Effective human resources policy should be determined taking into account the socio-political and socio-economic situation in the country [2].

The development of an independent, democratic, legal Ukrainian state, designed to ensure the formation of civil society with all the characteristics of such a society, is impossible without effective management and public administration.

The processes of state-building and social modernization bring to the fore the problem of personnel reforms, implementation of the public human resources policy.

Based on the real situation, the nature of socio-political processes and tasks of state building in Ukraine, the policy of recruitment of public employees, in our opinion, should be based on the principle of systematization and proper scientific support. The main prerequisite for attracting competent highly qualified employees to the relevant positions of public employees is the formation of an effective personnel reserve and work with it.

Literature:

1. Ortynsky V. Management in the executive authorities: study manual / V. Ortynsky, Z. Kisil, M. Kovaliv. Kyiv: Center for Educational Literature, 2018. 295 p.
2. Plan for modernization of public administration: proposals for bringing public administration and civil service of Ukraine in line with the principles and practices of democratic governance. A. Vyshnevsky, V. Afanasyeva, P. Gekamon [and others] ; under the editorship of T. Motrenko. Kyiv: Center for Adaptation of Civil Service to EU Standards, 2010. 396 p.

MAIN DIRECTIONS OF FURTHER DEVELOPMENT OF THE IMAGE OF LOCAL SELF-GOVERNMENT AUTHORITIES IN THE CONTEXT OF GLOBAL TRENDS

M. LOZOVA, Student

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

Some common values are independent of the political system of the country. These are human rights and freedoms, decent living conditions, the value of every life, the rule of law. These values should be proclaimed as the basis of the political and economic course of the country.

With the support of the European Commission, the European Social Dialogue Committee (SDC / CGA) has implemented a project that analyzed the image characteristics of public authorities in 12 European countries (Belgium, Croatia, Czech

Republic, Finland, France, Greece, Hungary, Italy, Luxembourg, Poland, Romania, Spain) and proposed ways to improve them. The analytical review focused on two key aspects that play a crucial role in determining the image characteristics of public authorities in the countries studied, firstly, the perception of public administration by the citizens of a particular country, and secondly, the perception of their work in public administration.

The key factor that determines the satisfaction of civil servants in European countries with their work is the trust of the population. The majority - 82% of respondents who expressed their job satisfaction - are representatives of countries with a high level of public trust [1]. Respondents expressed the opinion that working in the public administration system requires adherence to certain values, among which the key is serving the interests of society or citizens. In particular, the following theses were expressed: "A sense of pride in working for the state", "Work for the benefit of the state or the welfare of the public" [2].

It is necessary to note that there are differences in the level of work satisfaction of civil servants in different European countries. For example, in continental Europe, job stability and good working conditions were the main reasons for job satisfaction for only 28% of respondents, while in South European countries - 43% of respondents and in Eastern European countries - 59% of respondents.

Thus, it can be concluded that the higher the satisfaction of civil servants with their work, the higher the level of public trust and, accordingly, the more significant achievements in the work of public authorities. The study also found that the main reasons for dissatisfaction with their work among public administration employees are the following: the discrepancy between salaries and living standards, lack of attractive prospects for professional development, low motivation, and ineffective internal communication between different structures. That is, it is an interconnected set of reasons for job dissatisfaction, including both external and internal organizational constraints.

In particular, the reasons for the frustration of civil servants are the lack of resources and tools for the implementation of public policy, rigid hierarchical structure, restrictive rules that hinder the productivity of civil servants.

Improvement of the image largely depends on visible results of activities, on real changes in people's lives and solution of social problems. In almost all cases, such improvement requires structural reforms and organizational changes in the public administration system. When expressing their proposals for improving the effectiveness of public administration, respondents note the need for highly professional growth of public employees, as well as the possibility of attracting specialists from other sectors to the public administration.

Literature:

1. Blischuk K. Tools of state influence on regional economic development. Democratic governance: scientific journal. 2010. Issue 5. URL: <http://www.lvivacademy.com> (Last accessed: 17.01.2023).
2. Bobrovnyk A. Ethics of public employee. 2016. URL: <http://dilegal.ua/etika-derzhanogosluzhbovcya/> (Last accessed: 17.01.2023).