

- зміна споживацького попиту – населення купує продукти та товари першої необхідності;

- розрив господарських зв'язків, у тому числі і з країною-агресором.

Очікування бізнесу від діяльності за 2022 рік були на рівні половини (63%) від результатів попереднього року [3]. Показник вселяє оптимізм. У червні 2022 року результати опитування власників бізнесу демонстрували очікування на рівні 48% від результатів 2021 року [2]. Позитивна динаміка показника очікувань є результатом поступового відновлення бізнесу. Про це свідчить Ukrainian Business Index, який становить 33,9 [3].

До очікувань бізнесу в плані допомоги від уряду держави більшість виділяє два основних аспекти:

1. Майже 59 % підприємців вбачають пріоритетним завданням уряду проведення податкової реформи, яка спростить ведення діяльності.

2. Близько 34 % представників бізнесу до основних завдань уряду відносять забезпечення прискорення руху товарів через митницю та дотримання повного мораторію на перевірки бізнесу.

Український бізнес показує, що він сильний і може адаптуватись до умов війни. Однак, для цього потрібні як внутрішні зусилля підприємств у вигляді належної роботи керівного складу, так і зовнішня підтримка з боку уряду держави. Багато роботи в цьому плані зроблено, багато чекає попереду. Практики і науковці спільно докладатимуть максимум зусиль, щоб забезпечити належну основу для підтримки бізнесу та його подальшого розвитку.

Література

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PROSPECTS OF PUBLIC RELATIONS IN GOVERNMENT ADMINISTRATION

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The appearance and development of public relations in Ukraine, their formation as one of the factors of the political process is a natural consequence of the development of democratic institutions. Establishing dialogue and partnership relations between political government and civil society institutions is one of the key tasks of Ukrainian statehood. The basis of the functioning of the mechanisms of interaction between political institutions and the public is the provision of prepared information by these institutions through officials. The effectiveness of the functioning of government and

administration is increasingly determined by their ability to respond flexibly to events, to bring an innovative mechanism for continuous improvement of political governance in accordance with the goals and objectives of civil society.

The main objective of improving the performance of executive authorities through the introduction of ICT is to improve the performance of state and local authorities by providing a unified model for storing various data and document flow. Moreover, it is planned to further develop and connect to the ICT system the executive authorities, various organizations, implement sectoral programs for the development of informatization, form a single database for both interagency and local information systems.

Further work of the state authorities in the ICT system will help to increase the amount of information about the results of the work of the authorities and will allow citizens to get access to it much faster (for example, via the Internet). That is, issues related to the adoption of various bills, the state of the budget, public procurement, as well as vacancies in state and local government should be covered [1].

It should be remembered that PR-activities in administrations should meet the standards of a modern state, i.e. openness, honesty and professionalism. This approach is beneficial for all citizens who expect cultural, professional and efficient service from the administration.

The next stage in the development of the communication system in the administration should be the use of public opinion surveys and the development of a PR strategy. This would probably improve the image of the administration and streamline the flow of information. Currently, most offices do not apply these solutions [2].

Having a written public relations strategy or program does not necessarily imply the effectiveness of PR activities and their importance in the organization. However, such a document can be very useful for achieving long-term plans and evaluating performance.

PR should not be perceived as a quick tool for gaining social support, but as an art of long-term relationships with the environment, good two-way communication. If PR is treated this way, its importance in the administration will grow even more, as both deputies and citizens will appreciate it. Conducting public opinion surveys in the area of image as well as other aspects of business, such as customer service, can be a way for the administration to build rapport with the public. Planning of public relations activities should be based on a rational assessment of the needs of citizens. Of course, high costs are an obstacle to the use of this tool, but it should be borne in mind that thanks to social research, the administration can use funds for communication actions more efficiently [3].

Amplification should be carried out within the framework of internal PR, which, now, is not taken into account. This task should be carried out in cooperation with people who deal with the communication of social groups with the departments responsible for human resources in the offices.

Finally, it should be emphasized that the main issue determining the success of PR activities in the administration is to ensure the proper functioning of the offices. It

is impossible to build trust in MPs who perform their duties incorrectly or in services that do not work properly.

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GOVERNMENT POLICY IN THE SPHERE OF SMALL BUSINESS DEVELOPMENT IN UKRAINE

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The goals of the government policy in the sphere of small business development in Ukraine are to create favorable conditions for business development; to ensure the development of business entities in order to form a competitive environment and increase their competitiveness; to stimulate investment and innovation activities of small and medium-sized enterprises; to assist business entities in promoting their products (works, services), results of intellectual activity in the domestic and foreign markets; ensuring employment of the population by supporting the entrepreneurial initiative of citizens.

Government support is provided to business entities that meet the criteria established by part three of Article 55 of the Commercial Code of Ukraine [1].

Government support involves the formation of programs that determine the mechanism of this support. State support programs are developed and implemented by a specially authorized institution in the sphere of small business development with the involvement of other central executive authorities and public organizations representing the interests of business entities. The Cabinet of Ministers of Ukraine in the manner prescribed by law approves state support programs.

A specially authorized business development institution, other executive authorities, local governments, the Ukrainian Entrepreneurship Support Fund and other national funds, regional and local business support funds provide financial government support.

Government support of business entities in the field of training, retraining and advanced training of managerial and economic personnel can be provided by:

- 1) creation and development of a network of business incubators;
- 2) development and implementation of educational programs aimed at training, retraining and advanced training of business entities based on state educational standards;