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PARADIGM OF ESSENTIAL ORGANIZATIONAL ASPECTS OF SOCIO-ECONOMIC RISKS IN THE CONDITIONS OF DIGITALIZATION

The article is devoted to the study of the issues of public management of socio-economic risks in the conditions of digitalization through the prism of essential-organizational aspects.

According to the results of a comprehensive study, it was concluded that the indicators of public administration efficiency as a degree of purposeful impact on management facilities in the socio-economic sphere (in particular, investment growth, improving the demographic situation, housing development, stimulating the development of regional centers of spatial development). Poles growth, improving personal security and public order), must be specific, interconnected and digitized. This approach based on the definition of basic activities for such financial targets as human development, economic development, infrastructure development, territorial development, effective property and financial management, as well as the degree of digital digitalization and implementation of innovative technologies in all areas of public administration life.

Emphasis placed on the fact that the development of the digital economy characterized by systemic changes in public administration, which leads to contradictions in the interaction of new and existing institutions, exacerbation of fundamental risks associated with the ineffectiveness of previous institutional reforms that are strategic and affect distribution of tasks and choice of institutional principles of digitalization of the economy. Therefore, digital approaches and technologies in the field of public administration are currently at the stage of active development. Introduction of digital technologies based on qualitative scientific positions and concepts on condition of optimization of risks and the decision of financial problems creates basic preconditions for transition to qualitatively new model of social development more corresponding to global challenges of development of the Ukrainian economy.

Keywords: *public administration, socio-economic risks, digitalization, mechanisms of public administration, digital transformation.*

Formulation of the problem. In modern conditions of globalization, aggravation of interstate competition, complication of a social and economic situation the problem of optimization of the state management of social and economic systems, and first of all in the field of maintenance of a sufficient level of durability of safety of our state becomes more actual. The fact that security should be understood as a state of protection of the individual, society and the state from internal and external dangers and threats is indisputable.

At the same time, security is a rather complex phenomenon that requires more substantive characterization. Accordingly, in a comprehensive, conceptual form, security can be interpreted as the presence of a stable and positive coevolution of

protection of life and development of objects and subjects from negative influences (factors). In this regard, security is permanently and purposefully ensured and achieved by joint actions of state (interstate) and public, including international institutions through the effective and flexible use of political, legal, economic, military, social, intellectual, communication, technical and technological, natural and other means in domestic policy and in international relations.

Thus, one of such aspects is the issue of public management of socio-economic risks, and especially - the essential organizational aspects and factors that are especially relevant at the present stage of Ukrainian statehood, especially in the context of digitalization and innovative development.

Analysis of recent research and publications. Theoretical and applied aspects of the study of public management of socio-economic risks have often attracted the attention of domestic and foreign scientists, in particular such as A. Pomaza-Ponomarenko, O. Novikova, S. Robok, Y. Saenko, O. Sydorchuk and others. At the same time, these scholars, as a rule, considered the problems of public administration in general, or tried to identify only some patterns of status of certain bodies of public administration, whose functions are aimed at socio-economic development. The issue of public management of socio-economic risks, and especially - the essential organizational aspects and factors in the context of digitalization and innovative development, has not yet received a proper theoretical and applied justification.

Consequently, the purpose of this article is a theoretical justification of public management of socio-economic risks in the context of digitalization through the prism of essential organizational aspects.

Presenting main material. At the present stage of development of Ukrainian statehood there have been extremely significant socio-economic changes that not only completed the previous historical, legal and managerial period of the country's development, but also marked the beginning of new trends, new landmarks that directly and indirectly determine the further vector of the country's development. regions for decades to come. Although many of the most acute problems of public administration, the formation of new policies have already received scientific and theoretical coverage in the scientific literature, yet some fundamental issues in this area remain controversial and ambiguous [1, p. 120-121]. Thus, certain aspects of public administration in this spectrum remain rather vague and incomprehensible, which is especially acute at the regional level, which can be defined as a system of methods, mechanisms and technologies that influence economic, social, ethno-demographic, technical and technological, environmental and other processes aimed at the efficient use of available resources in order to dynamically develop and improve the quality of life of the population and society. Moreover, management from the standpoint of socio-economic risks means focusing active management efforts on three main components: the sound management of the economy in terms of its modernization, the formation of market mechanisms that should ensure economic growth; on the formation of an effective system of management of social (socio-demographic) processes in order to improve the welfare of the state as a whole and society, on the maximum optimization of management institutions and structures for decision-making and implementation of public management tasks [2, p 83].

The multilevel system of economic management, socio-economic development of territories in the conditions of formation of economic pluralism and liberalization

of public life should be based on the principles of meritocracy, partnership, subsidiarity, mobility, adaptability, innovation. The essence of the principle of meritocracy is that in society, the region should be nominated for leadership positions the most capable, creative people from all walks of life. According to the principle of subsidiarity, each level of government should correspond to those functions that can be performed most effectively, for which appropriate resources should be allocated [3, p. 201]. The principles of mobility and adaptability include the ability of the management system to respond sensitively to changes in the external environment, functional and organizational structure of regional authorities and thus allowing management to adapt to rapidly changing operating conditions [4, p. 19].

The need to increase the competitiveness of the economy of the country and its regions requires the implementation of modernization and innovation principles primarily in solving problems of location of productive forces, as well as the formation of an innovative environment with appropriate infrastructure and necessary institutional mechanisms to capitalize, socialize, green, inform and modernize. economic activity at the national level [5, p. 22]. In this regard, the use of new forms of organization of production and non-production activities in the region, in particular, the creation of poles of economic growth, research and production clusters, technopolises, etc. [6, p. 33].

Extremely significant role is played by moral and ethical and socio-political methods, which are based on the appeal to human dignity, honor and conscience and include methods of education, explanation and promotion of goals and content of management, means of moral encouragement and punishment based on psychological characteristics and career guidance. The meaning of their application is to form and maintain certain beliefs, spiritual values, moral positions, psychological factors regarding management and those actions that are necessary for their implementation. Socio-political methods of management are associated with the creation of working conditions, life, leisure of workers, providing them with social services, involvement in the process of power relations, the development of social and political activity [7, p. 20-21].

The introduction of fundamental principles, rules and methods of strategic planning and forecasting in the practice of socio-economic development management will help streamline the allocation of more or less limited resources in an extremely efficient way, attracting and maintaining the region's competitive advantages in competition with other regions. strength and advanced positions in the implementation of advanced technologies. Thus, national and regional authorities and administrations perform not only the functions of general economic regulation, but also a strategic and innovative function related to determining the main directions of structural changes, modernization processes and innovative development, taking into account the prospects of world development and new technologies.

Conclusions. Thus, we can conclude that the indicators of public administration efficiency as a degree of purposeful impact on the objects of government in the socio-economic sphere (in particular, investment growth, improving the demographic situation, housing development, stimulating the development of regional centers of spatial development, ie " poles "growth, improving personal security and public order), must be specific, interconnected and digitized. This approach is based on the definition of basic activities for such financial targets as human development, economic

development, infrastructure development, territorial development, effective property and financial management, as well as the degree of digital digitalization and implementation of innovative technologies in all areas of public administration. life.

At the same time, it should be noted that the development of the digital economy is characterized by systemic changes in public administration, which leads to contradictions in the interaction of new and existing institutions, exacerbation of fundamental risks associated with the ineffectiveness of previous institutional reforms. distribution of tasks and choice of institutional principles of digitalization of the economy. Therefore, digital approaches and technologies in the field of public administration are currently at the stage of active development. Introduction of digital technologies on the basis of qualitative scientific positions and concepts on condition of optimization of risks and the decision of financial problems creates basic preconditions for transition to qualitatively new model of social development more corresponding to global challenges of development of the Ukrainian economy.

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