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Regulatory policy in the context of effective public governance: evidence of Eastern European Countries

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Abstract

The purpose of the article is to study the regulatory policy of Eastern Europe in the context of effective public administration and to identify areas for ensuring its effectiveness in modern development conditions. The need for conceptual substantiation of the regulatory policy implementation directions, development of appropriate applied nature recommendations taking into account public administration system transformational processes has caused urgency of a theme. The methods of comparative analysis, statistical analysis, method of abstraction and formalization, grouping method, SWOT-analysis method were used as empirical research methods. It was substantiated that modern science considers this concept in the following aspects: complex, special, normative and globalization. In the context of the Good Government concept, regulatory policy was analyzed according to the transparency

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criterion. It was determined that the disadvantage for Ukraine is the lack of regulatory policy transparency, the lack of single database with draft regulatory acts and performance monitoring reports. It is proposed to use SWOT-analysis as a strategic tool for regulatory impact analysis. Conceptual bases of improvement of regulatory policy realization process have been developed in the following directions: economic development, improvement of internal business environment, harmonization of normative-legal regulation system, stimulation of partnership in the regulatory policy field.

Keywords: regulatory policy; regulatory influence; public administration; good governance; state regulation.

Política regulatoria en el contexto de una administración pública eficaz: la experiencia de Europa del Este

Resumen

El propósito del artículo es estudiar la política regulatoria de Europa del Este en el contexto de una administración pública eficaz e identificar áreas para garantizar su eficacia en las condiciones modernas de desarrollo. Los métodos de análisis comparativo, análisis estadístico, método de abstracción y formalización, método de agrupación, método de análisis DAFO se utilizaron como métodos de investigación empírica. Se fundamenta que la ciencia moderna considera este concepto en los siguientes aspectos: complejo, especial, normativo y de globalización. En el contexto del concepto de Buen Gobierno, se analizó la política regulatoria según el criterio de transparencia. Se determinó que la desventaja para Ucrania es la falta de transparencia de la política regulatoria, la falta de una base de datos única con proyectos de leyes regulatorias e informes de seguimiento del desempeño. Se propone utilizar el análisis DAFO como herramienta estratégica para el análisis del impacto regulatorio. Se concluye que, las bases conceptuales de la mejora del proceso de realización de la política regulatoria se han desarrollado en las siguientes direcciones: desarrollo económico, mejora del entorno comercial interno, armonización del sistema de regulación normativo-legal, estimulación de la asociación en el campo de la política regulatoria.

Palabras clave: política regulatoria; influencia regulatoria; administración pública; buen gobierno; regulación gubernamental.

Introduction

An important role in the economic system of any country belongs to the state, because among its main functions is the regulation of economic processes in general and economic activity of business entities in particular. The financial, budgetary and monetary security of the state depends on the correctly chosen state economic policy. At the present stage of world economic system development, new requirements are formed for the efficiency of public authorities, which involves the transformation of state administration into modern regulative models of the society development, the most common of which is public administration. Accordingly, the formation of an effective regulatory policy is an extremely important step in the implementation of public administration functions, the importance of which is growing in the leading countries of the world and, in particular, the European Community.

This means that the state as a whole and public authorities make transparent goals and strategies of their reform programs, which contributes the quality control improvement for both a result of regulatory policy and the responsibility of the structures involved to citizens, businesses and government. The regulatory policy effectiveness, in turn, affects the level of public confidence in public institutions. Transformational shifts in the economy caused by internal and external factors, turbulence of the external environment necessitate further improvement of regulatory policy.

Its transparency, clarity and adequacy to modern requirements is the key to the implementation of the effective public administration principles in the EU and countries that have chosen the priority of European integration. Such countries include Ukraine, whose economic situation is characterized by instability, and regulatory policy has not become an effective tool for accelerating the development of the national economy. Thus, the purpose of the proposed research is to study the regulatory policy of Eastern Europe in the context of effective public administration and to identify areas for ensuring its effectiveness in modern development conditions.

1. Literature Review

The study of theoretical foundations of regulatory policy, promising areas of its practical implementation, approaches to assessing its effectiveness is in the focus of many leading scientists since the middle of the twentieth century. Thus, McConnell and Brew (1993) have considered the importance of regulatory policy in the context of defining the public authorities' functions, which are the basis for analyzing their contribution to the state economic development. Important for the formation of regulatory policy

principles at one time were the studies of Stiglitz (1998), which were based on the position that the principles of any economic policy of the government can not be unified due to different experience of governance, economic and political traditions, and conditions.

Within the framework of this concept, there is a need to shift the emphasis of economic policy from the private sector to the public, to pay more attention not to quantitative but to qualitative aspects of state intervention in market mechanisms.

The institutional approach underlies the consideration of regulatory policy by Lagodiienko and Yakushko (2021), noting that: "Regulatory policy - the systematic development and application of national tools and institutions in order to form methods of state use of its regulatory powers" (2021: 380).

In a market economy, as noted by some authors, such as Arefieva *et al.* (2021), Derhaliuk *et al.* (2021), priority is given to the study of regulatory policy impact on the quality of public administration and local government in the economic activity field. Popelo (2017) has considered regulatory policy as an effective institutional tool for influencing socio-economic development.

Ayres and Braithwaite (1992) have emphasized adaptive regulatory policy in order to submit with the structure of the industry. Effective regulation must also meet the diverse goals of regulated firms, and the government must be tailored to the different motives of regulated entities. On the other hand, researchers believed that regulation should respond to industries behavior.

Büthe and Mattli (2011) have explored the features of the regulatory policy system, identifying the leading role of the following powerful global private regulators: the International Accounting Standards Board, which develops financial reporting rules, the International Organization for Standardization, and the International Electrotechnical Commission, which account for 85 percent of all international product standards.

 The authors conducted a detailed empirical analysis of such regulation, based on surveys of many countries and industries, proved the crucial importance of internal institutions for the effective implementation of regulatory policy. Researchers have also noted that the regulatory role of the state is undergoing significant changes in the world economy key areas under the influence of globalization processes.

Samilenko H. has used a comprehensive approach in the study of the regulatory policy principles, which considers the essential characteristics of regulatory policy from the standpoint of public administration, legal and economic points of view.

Some researchers, such as Abramova *et al.* (2021) and others, have considered regulatory policy from the standpoint of dynamic development, which takes place based on predictability, planning and stability and interaction of public and private interests. According to the principle of dynamism, the requirements for regulatory policy today are the ability to adapt and qualitatively develop its structural components in the context of macroeconomic and foreign economic challenges.

In the context of dynamic development, regulatory policy has also been studied by Eisner, Worsham, Evan and Franchesca Nestor (2018), using primarily an analytical approach and examining the administrative status and dynamics of policy change.

In a specific, namely financial aspect, Alexander (2010) has considered the essence of regulatory policy, examining the effectiveness and suitability of fiscal regulation in the context of the impact on the regulatory policy goals achievement. Other studies of this scholar in the regulatory policy field examine the impact on its formation by the globalization of financial markets, especially in connection with the growing number of banking and financial crises and the current credit crisis, which threatened the global financial system stability.

A narrow approach to regulatory policy consideration has also been found in Gechert, Horn and Paetz (2018) works. In their studies, the authors also pay attention to financial measures, especially the long-term impact of austerity measures on the potential growth of goods and services production.

Consideration of regulatory policy, according to Holovko (2019), is based on the system of state regulation and small business management. The authors note that the main prerequisites for the formation of the system of small business state regulation on the example of Ukraine as a country with a transforming economy are: «improving the legal framework to facilitate the development of small business; providing a system of benefits for small business; development of business environment infrastructure; expansion of small and large business cooperation; state support for the development of factoring and leasing activities; providing financial and credit and also investment support to the business sector; management and information support.

Dubyna M. has also studied the state regulatory policy in the narrow sense of the impact on the business environment formation and development.

The role of regulatory policy in the process of business transformations has been studied by Gonta and Dubyna (2016). According to his interpretation, this is a direction of public policy, which involves improving the legal regulation of relations between business entities, as well as administrative relations between regulatory authorities and other authorities and also small businesses.

Thus, on the basis of research generalization on the phenomenon of "regulatory policy", it should be noted that modern science considers this concept in the following aspects:

- Complex aspect - regulatory policy is considered as a component of state economic policy.

- Special aspect - regulatory policy is the public authority's activity direction in the field of support, assistance, and regulation of business development.

- Normative aspect - regulatory policy is a tool for improving economic and administrative relations in the business sphere.

- Globalization aspect – regulatory policy is seen as an object to change under the influence of economic globalization.

Thus, the phenomenon of "regulatory policy" is a specific type of relationship between public administration system and economic entities, which functions on the basis of feedback – it is expedient to consider separately both the state policy to society and the economic entities policy to the state in the form of the interaction effect.

2. Methodology and Methods

The theoretical and methodological basis of the study was formed by the scientific works of leading scientists on this topic. Using the method of analysis and generalization, the essence of regulatory policy and the analyzed features of its development on the example of individual countries have been characterized. It has also allowed to identify the main problems and formulate vectors for the implementation of the studied countries regulatory policy, taking into account the experience of other developed countries.

The method of comparative analysis has been used to compare approaches to determining the regulatory policy nature; statistical analysis - to study the regulatory policy status of the studied countries and trends in its development; method of system analysis, method of abstraction and formalization - for development of regulatory policy conceptual bases; SWOT-analysis method - to identify regulatory policy weaknesses and strengths of countries and promising areas for improvement. The usage of grouping method has allowed to improve the typology of approaches to the regulatory policy definition.

3. Results

Regulatory policy reforms reflect the global trend of public administration transformational processes in the modern society life, increasing the role of public administration in the economic activity sphere. The matter of regulatory policy contains tasks, directions and methods of economic activity state regulation, state management of these activities, its control and adjustment. In the post-Soviet countries and most of Eastern Europe, the process of forming new public authority institutions and regulatory policy mechanisms is accompanied by profound economic and political transformations complicated by the COVID-19 pandemic economic consequences.

According to modern scientific research, effective public administration is considered in the context of identifying the determinants of social development due to the partnerships formation between social institutions. In particular, S. Pollitt and G. Bouckaert (2004) in the study «Public Management Reform: A Comparative Analysis», emphasize the concept change from state to public administration and emphasize the importance of expanding public administration, state power liberalization, establishing participatory, partnership interaction between government structures at all levels of government, which will contribute to its effectiveness.

Recent trends in public administration development in EU countries indicate that the improvement of existing system of public administration regulatory policy is carried out according to Good Governance concept. The most common interpretation defines Good Governance as «the process whereby public institutions conduct public affairs, manage public resources and guarantee the realization of human rights in a manner essentially free of abuse and corruption, and with due regard for the rule of law».

According to this concept, citizens participation in the decision-making process, both directly and through civil society organizations, is a priority, and the implementation of administrative functions by public authorities ensures the involvement of all stakeholders. Considering the regulatory policy in the direction of promoting entrepreneurship, it is appropriate to conclude that the system of public administration is accountable to society and focused on the formation of partnerships with business.

In 2017, European Commission developed a document «Better Regulation Guidelines», according to which» better regulation («Better Regulation») is understood as actions aimed at developing such EU policies and laws, which would achieve their goals at minimal cost.

«Better regulation» covers the entire policy cycle – policy development and preparation, adoption; implementation, application (including compliance), evaluation and review. At the same time, each stage of the

policy cycle corresponds to a number of principles, objectives, tools and procedures related to planning, impact assessment, stakeholder consultation, implementation and performance evaluation.

To study the regulatory policy specifics, we take the countries of Eastern Europe, such as the Czech Republic, Hungary, Poland, Latvia, Lithuania and Estonia. What they have in common is post-socialist development, the beginning of market reforms after the USSR collapse and the simultaneous accession to the European Community (2004). Despite the differences in approaches to regulatory policy, the current regulatory policy system of these countries looks as follows:
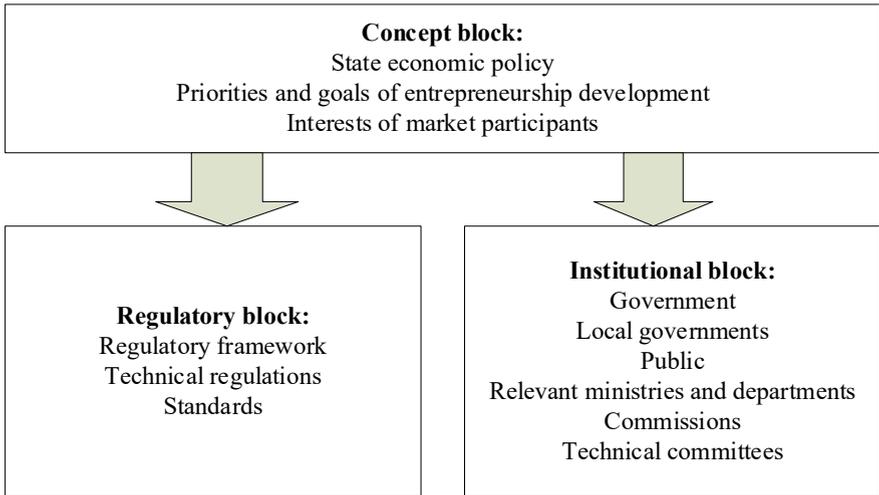
Concept block:
State economic policy
Priorities and goals of entrepreneurship development
Interests of market participants

Regulatory block:
Regulatory framework
Technical regulations
Standards

Institutional block:
Government
Local governments
Public
Relevant ministries and departments
Commissions
Technical committees

Fig.1. Regulatory policy system

Source: compiled by the authors.

Thus, the regulatory policy system is a mechanism of achievement, which is based on the introduction of a system of socio-economic society life values, the formation of principles system, priorities, strategic goals and objectives to meet the needs and interests of all market participants.

The implementation of regulatory policy is closely linked to the Regulatory Impact Assessment, which developed in the late twentieth century, but in the early 2000s it became widespread not only in Western Europe but also in countries on the initial stage of market economy formation (Bulgaria, Croatia, Serbia, Romania, Estonia, Latvia, Poland), as well as Ukraine and other post-Soviet countries. Regulatory impact analysis is a modern tool, a basic component of regulatory policy, used in most

developed countries to improve understanding of the economic and social legislation consequences.

One of the main regulatory policy principles in the economic sphere is the principle of transparency and consideration of public opinion, which provides openness to individuals and legal entities, their associations, regulatory bodies actions at all stages of their regulatory activities; mandatory consideration by regulatory authorities of initiatives, comments and proposals submitted in accordance with the law order by individuals and legal entities, their associations; the obligation and timeliness of bringing the adopted regulatory acts to the notice of physical and legal entities, their associations; informing the public about the implementation of regulatory activities. It is proposed to consider the implementation condition of some Good Governance postulates concerning transparency and openness of regulatory policy in the studied countries.

Table 1. Transparency throughout the policy cycle

Criterias	State					
	Czech Republic	Estonia	Latvia	Lithuania	Hun-gary	Poland
Inform the public in advance that:						
A public consultation is planned to take place	never	never	sometimes	sometimes	never	sometimes
Regulatory impact assess-ment (RIA)	always	never	never	always	never	never
Ex post evaluations are planned to take place	never	never	sometimes	always	never	never
Consult with stakeholders on:						
Draft regulations	frequently	always	always	always	always	always
Evaluations of existing regulations	sometimes	always	sometimes	sometimes	never	sometimes
Publish online:						
Ongoing consultations	never	always	always	always	always	always
Views of participants in the consultation process	always	always	always	always	never	always
RIAs	always	always	always	sometimes	never	always
Evaluations of existing regulations	sometimes	always	always	never	never	always
Policy makers use:						
Interactive website(s) to consult with stakeholders	never	always	never	never	never	always

Website(s) for the public to make ecommendations on existing regulations	never	always	never	never	never	never
Policy makers provide a public response to:						
Consultation comment	always	always	always	never	never	always
Recommendations made in ex post evaluations	sometimes	never	never	never	never	never

Source: compiled by the authors based on OECD (2021), OECD Regulatory Policy Outlook 2021.

The Baltic states, namely Estonia, Latvia and Poland, have the best and most uniform indicators of transparency. For example, in Latvia, an obligation to conduct a regulatory impact assessment (ODR) was introduced in 2009. It is predicted that all draft regulations, including by-laws submitted to the Cabinet of Ministers, are subjects to mandatory evaluation at the beginning of the policy development process and public consultation. Latvia has implemented several significant reforms based on the existing regulatory policy.

Poland pays active attention to the regulatory and legal component of the regulatory process. Following the amendment to the Procedure Rules of the Council of Ministers in 2019, bills can now be returned to ministries if public consultations have not taken place or if the consultation process has not met the requirements. Also in the context of strategic directions of public administration system development in April 2018, the Center for Strategic Analysis (CAS) was established, which participates in the legislative process.

Insufficient transparency in the implementing process organization of Lithuanian regulatory policy is due to the lack of unified official state regulation policy, although some of its elements are present in the development of strategic policy documents. The main part of Lithuanian government's efforts is aimed at reducing the administrative burden, mainly for business, developing requirements for monitoring and post-revision of existing primary laws.

The lowest level of regulatory policy transparency is observed in Hungary, although all basic and by-laws must pass RIA. However, the results of RIA are not made public. General public can express their recommendations for change or provide feedback on existing regulations by sending an e-mail to the relevant ministry. While the assessment of ex post regulations in practice is not carried out.

In Estonia prior regulation of impact assessment applies to all primary laws and individual by-laws. The Ministry of Justice Legislative Quality Department checks the quality of RIAs and may return them for review

in case of non-compliance. Estonia also pays sufficient attention to the accessibility and transparency of regulatory policies using online tools.

The implemented online information system EIS monitors all legislative changes and conducts analysis available on the central portal. In general, ex post assessments are carried out 3-5 years after the introduction of regulation and cover the areas of competition, administrative burden and overlap.

Czech Republic was one of the first to launch a program to reduce administrative burdens. Reducing bureaucracy remains a priority for the government. The Czech Republic has a well-developed regulatory impact assessment (RIA) process. All bills submitted to the government are published on the government portal, which is accessible to the public. To eliminate existing shortcomings, it is advisable to standardize the process of public consultations, stimulate stakeholders, including general public.

However, for all analyzed countries, the analysis of the current problem condition gives grounds to pay attention to the need to intensify public organizations and economic entities associations cooperation with the executive and local governments in regulatory activities. At the same time, the main regulatory policy goal for these countries in the context of effective public administration is to develop such regulatory acts that would ensure the achievement of goals at minimal cost.

While in these countries work is being done to improve the existing regulatory policy system, in Ukraine, which has stood on the path of European integration, the process of forming new institutional foundations in this area is accompanied by profound economic and political transformations. In the direction of European integration processes, Ukraine focuses on the development and implementation of a systemic regulatory framework and institutional support for regulatory policy.

At present, regulatory policy is fully integrated into the state economic policy. Regulatory impact analysis is a mandatory component of drafting Government decisions. Procedures and rules of regulatory policy are determined by the norms of the Law of Ukraine «About State Regulatory Policy Principles in the Sphere of Economic Activity» of 11.09.2003 № 1160-IV and a number of by-laws.

In particular, in 2015, in compliance with the requirements of Association Agreement between Ukraine and the European Union (Article 378), the norms of the European regulatory policy instrument SME-Test, called M-Test in Ukraine, were adapted and introduced into the Ukrainian legislative field. However, one of the problem areas for Ukraine is the need for a more formalized criteria definition by which regulatory impact assessment is required. Another imperfection for Ukraine is the lack of regulatory policy transparency, the lack of a single database with draft regulatory acts and performance monitoring reports.

The issue of effective public governance is closely linked to the regulatory policy impact on the market environment development, the condition of which can be characterized through the use of business conditions rating assessments («Doing Business»). The Doing Business rating consists of annual state regulation data about entrepreneurial activity from the standpoint of promoting or hindering business and contains quantitative indicators, that determine regulation norms of entrepreneurs' rights at the main stages of the enterprise life cycle:

1) starting a business (complexity of registration and licensing regulation activity);

2) operation (investment protection, access to credit, employment, terms of contracts, foreign trade, tax aspects);

3) termination or activity change (difficulty of business closing or restoring solvency).

Thus, each of these components in one way or another characterizes the national economy regulation. Despite the World Bank decision to stop publishing the rating in the fall of this year, the results of previous years provide a balanced assessment of the regulatory policy effectiveness.

High rating values indicate effective regulation of business activities and ensuring compliance with the entrepreneurs rights. Lets take a look on the position of above countries, as well as Ukraine, in the ranking of «Doing Business» for 2020 (Table 2).

According to the table, it can be concluded that the studied countries pay a lot of attention to improving their own regulatory policies. According to the general assessment, Lithuania, Estonia and Latvia have the highest level.

Table 2. Doing Business 2020 countries

Areas Of Business Regulation	State						
	Czech Republic	Estonia	Latvia	Lithuania	Hungary	Poland	Ukraine
Starting A Business	134	14 (+0,1)	26	34 (+0,1)	87 (+0,3)	128 (+0,1)	61
Dealing With Construction Permits	157	19 (+0,1)	56	10	108 (+0,1)	39 (+0,1)	20 (+3,9)
Getting Electricity	11 (+0,2)	53	61 (+0,1)	15 (+4,5)	125	60 (+0,9)	128 (+3,3)
Registering Property	32	6	25	4	29	92 (-6,6)	61 (+1,3)

Getting Credit	48	48	15	48	37	37	37
Protecting Minority Investors	61	79	45	37 (+2)	97	51	45(+2)
Paying Taxes	53	12 (+0,3)	16 (-0,7)	18 (+0,1)	56 (+1,4)	77 (-0,1)	65 (-1,3)
Trading Across Borders	1	17	28	19	1	1	74 (+2,5)
Enforcing Contracts	103	8 (+0,3)	15	7	25	55	63
Resolving Insolvency	16 (+0,1)	54 (-2,4)	55 (+0,2)	89 (-0,2)	66	25	146 (-0,3)
DB Rank	41	18	19	11	52	40	64
DB Score	76,3	80,6	80,3	81,6	73,4	76,4	70,2
Change in Score	no changes	-0,2	no changes	+0,6	+0,2	-0,5	+1,1

Source: compiled by the authors based on https://www.doingbusiness.org/en/ doingbusiness.

If we trace correlation between the analysis of regulatory policy transparency and rating indicators, it is possible to conclude that higher transparency level, enjoyed by the Baltic States, corresponds to the higher rating of Doing Business. Hungary and Ukraine, which improved their positions compared to the previous year, also have positive dynamics. The largest number of reforms were carried out by the countries of the region in the international trade field, taxation, contracts enforcement and obtaining building permits. Thus, the analysis of this rating provides an idea of public administration ability to form and implement sound regulatory policies that promote business development.

To substantiate promising areas for further regulatory policy development, we propose the usage of strategic tools for regulatory impact analysis. Such method is SWOT-analysis, which should be integrated into the general tools of effective public governance. This system is designed not only to support more effective and efficient implementation of economic and social policies, but also contributes to the achievement of such «Good Government» goals as accountability, transparency and policy coherence.

Table 3. SWOT - analysis of the regulatory policy implementation

Strengths	point	Weighting factor	Weak sides	point	Weighting factor
1. Informing public about the development, implementation and evaluation of the regulatory policy implementation	9	0,37	1. Low level of public participation in regulatory activities	7	0,4
2. Legislative authorities involvement in the implementation of regulatory policy	8	0,23	2. Imperfection of the mechanism for bringing the executive to justice for the regulatory policy outcome	8	0,24
3. Existence of a common goal and commonality of selected influence measures	8	0,24	3. Lack of clearly defined principles of regulatory quality	9	0,28
4. The trend to improve personal freedoms	8	0,16	4. Imperfection of the regulatory policy monitoring mechanism	7	0,08
$\sum$ = 0,37*9+0,23*8+0,24*8+0,16*8 = 8,37			$\sum$ = 0,4*7+0,24*8+ 0,28*9+0,08*7=7,8		
Opportunities	**point**	**Weighting factor**	**Threats**	**point**	**Weighting factor**
1. Combining regulatory policy instruments, institutions and mechanisms to make the best use of their potential	7	0,4	1. Impossibility to overcome the bureaucratic model of public administration system functioning	7	0,25
2. Improving the efficiency and transparency of regulatory policy, improving ex-post evaluation	7	0,28	2. The difficulty of determining optimal relationship between the results of regulatory policy and costs	7	0,31
3. Harmonization of technical regulation system for business development	8	0,45	3. Possibility of obstacles related to the deepening crisis caused by the pandemic	7	0,33
4. Improving regulatory institutions quality in the budget and banking sectors.	9	0,14	4. The complexity of ensuring the balance of public authorities and business entities interests in regulatory activities	9	0,11
$\sum$ =0,4*7 + 0,28*7+0,45*8+0,14*9 = 7,84			$\sum$ = 0,25*7+ 0,31*7+0,33*7+0,11*9 = 7,22		

Source: compiled by the authors.

The status of regulatory policy system development affects the strategic vision and priorities of the state's economic policy. To substantiate conceptual solutions to improve approaches to implementation, we use

modified methodological approach SWOT-analysis, based on the group identification of threats and weaknesses, strengths and opportunities for regulatory policy in the analyzed countries of Eastern Europe. Assessment of opportunities and threats, strengths and weaknesses was carried out by the expert method on a scale in the range of 0-1 on the «degree of influence» criterion, which varied in the range: 0-0.3 – «low»; 0.31–0.6 «average»; 0.61–1.0 – «high».

Thus, dangerous weaknesses were identified as the lack of clearly defined regulatory quality principles and the imperfection of mechanism for bringing the executive to justice for the results of regulatory policy. The most dangerous threat is the difficulty of ensuring balance between the interests of public authorities and economic entities in regulatory activities.

The maximum «strengths and opportunities» field values confirm the ability to counter weaknesses, to prevent threats to the regulatory policy implementation and to indicate the ability to overcome threats through the strengths use and an effective system of public administration. Therefore, the specification of SWOT-analysis results allows to form target priorities of the regulatory policy implementation concept for the countries selected for the study (Fig. 2).
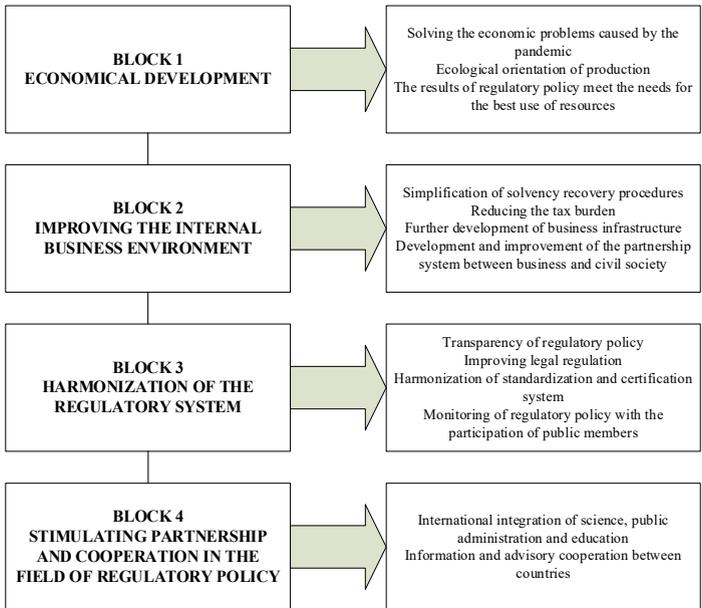

Fig. 2. Conceptual thesis for improving the process of implementing the Eastern European regulatory policy

Source: compiled by the authors.

The implementation of conceptual framework involves grouping the main areas of regulatory policy implementation process improvement in the following areas: economic development, improvement of the internal business environment, harmonization of the regulatory system, promotion of partnership and cooperation in regulatory policy.

Conclusion

Formation and development of the regulatory policy principles as a mechanism for influencing economic activity in the studied countries of Eastern Europe are different, but the chosen strategic directions in certain positions coincide, indicating a common development goal and efforts to achieve it. The regulatory policy of Eastern European countries is supported in the form of an expanded dialogue with all participants in the public administration process, primarily through the use of public hearings and tools.

The regulatory bodies tools are also expanding, as more and more attention is being paid to alternatives to traditional command-and-control models of regulation. Administrative simplification and elimination of bureaucracy are priority for the regulatory policy formation and implementation in the studied countries. First of all, it implies a reduction in the number of administrative requirements without compromising regulatory benefits of improving the regulation availability in the field of regulatory policy.

As follows from the study results, in Ukraine it is necessary to change the conceptual framework for the state regulatory policy implementation in order to focus on the principles of public administration. Public regulatory policy should be implemented in such way, as to focus not only on reducing the costs of regulatory acts, in particular for the business sector, but also on supporting the long-term public administration goals and the effective implementation of its functions. At the same time, the leading direction is to increase the regulatory activities efficiency and transparency of public administration structures with increasing their responsibility for ineffective management decisions.

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Vol.40 Nº 72

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