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*The growing importance of the social sphere in public life is revealed as a trend of modern development. This trend opens up prospects for resolving many social conflicts in the modern world and solving the problem of the disintegration of social and economic incentives in society. The current Issue of the Journal is devoted to highlighting some aspects of the problem.*

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**METHODICAL SUPPORT OF MODELING OF DETERMINANTS OF STATE  
INSTITUTIONAL REGULATION OF OPEN ECONOMY**

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**Abstract**

Methodical support of modeling of determinants of state institutional regulation of open economy is offered, which is directed on compositional regulation of processes in macroeconomic environment taking into account permanent turbulence, influence of risks and supercomplex, multilateral and multilevel interdependencies of processes of globalization and state regulation. Modeling the determinants of state institutional regulation of the open economy provides methodological support for the system of strategic development of the national economy.

The main determinant that will promote socio-economic growth in the macroeconomic environment is concentrated in the flexibility of inflation targeting, i.e. deviation of inflation from the set parameters and this phenomenon will not prevent its return to the parametric range on a balanced horizon of macroeconomic policy of state institutions of the country.

It is proved that a significant direction of global shifts is the change of power systems, models and mechanisms that ensure the formation of modern adequate organizational and functional structures of state institutional regulation, to identify which no stable and dominant definitions have been found.

**Keywords:** factors, state institutional regulation, management, open economy, transformational conditions, and macroeconomic environment.

### **Formulation of the problem**

Under the influence of globalization processes, the economic space in the national environment is significantly increasing, and the tasks of its support and institutional regulation are constantly becoming more difficult. In the international macroeconomic environment, unfortunately, there are no modern effective measures for the institutional regulation of economic and social processes, which for most actors in the global space have gone beyond the national framework. Certain aspects are due to the complexity of modern transformation processes and the lack of sufficient experience in their regulation.

### **Analysis of recent research and publication**

Theoretical and applied aspects of state institutional regulation and management of the open economy in a transformational environment are covered in the works of leading domestic and foreign scientists, including such well-known researchers as Grigoriev G. S., Ohmae K., Chari V. V., Mankiw N. G., Barna M. Yu.

**The purpose of the study:** is to substantiate and analyze the factors of state institutional regulation and management of open economy in transformational conditions.

### **Presenting the main material**

The modern system of economic and social relations in the international environment is largely based on the ideas of market fundamentalism, where the prerogative is a free market competitive environment. Globalization is usually focused on market relations, which provide regulatory functions, and globalization processes reduce the effectiveness of the national regulator of economic and social relations in the macro environment.

Globalization reflects the process of dialectical interaction of national and global social processes, in which there is a gradual limitation of national features of social relations (and

relevant human qualities) and their gradual subordination to the system of global relations, as well as the laws and patterns of such interaction, the integrity of which is ensured by national segment structures [1].

In the current unstable permanent conditions, the role of nation-states, according to the supporters of the liberal approach to the globalization process, should gradually decrease. Most actors in the international arena must renounce national sovereignty and introduce sovereignty that has limited characteristics.

Well-known Japanese researcher in economics and governance Ohmae K. insisted in his writings that most national governments have outlived themselves and are relics of past periods. Ohmae K. insisted that "traditional nation-states have become unnatural, even impossible in business, units in the global economy" ..., and "the former picture of the world ... has become nothing more than an illusion." "The nation-state is becoming an obsolete element, as it is no longer the optimal unit for the organization of economic activity in the macroeconomic environment" [2, 3].

According to the scientist, modern nation-states are becoming local units of power in the international global system, in which the decisive role is played by money and credit markets and transnational business structures.

Ohmae K. insisted that traditional states are being replaced by so-called "regional states", "natural economic zones", "naturalness" and scales that are shaped by the needs of the global international economy. In today's international macroeconomic environment without borders, the scientist noted that "the invisible hand has a range and power that Adam Smith could only dream of." He adds that "the nation-state and the" invisible hand "can coexist simultaneously only if the former can control and regulate the latter," but in modern conditions this is not the case. "

Economic and social policy of industrialized countries, as a rule, was formed under the influence of macroeconomic theories. In our opinion, the evolution of macroeconomic theory should be carried out not from the standpoint of the emergence and development of various theoretical areas, but from the point of view of a separate study of the theoretical basis and a range of issues directly affecting institutional regulation of national macroeconomic environment.

In modern scientific research, despite the tendencies to the emergence of theoretical synthesis, there are serious differences over the impact of economic theory on the practice of institutional

regulation of the macroeconomic environment.

In modern conditions, neoliberalism has a significant impact on globalization processes in the international macroeconomic environment, where the role of individual transnational actors in regulating not only world economic processes, but also processes at the level of individual national macroeconomic environment. To this end, global transnational businesses need to identify the following priorities:

- Ensure and support qualitative changes in the world market of goods, works and services;
- Significant reduction of dependence of global transnational economic entities on state institutions due to their strategic determination of the tax burden, strategic priorities of their socio-economic responsibility in the international environment;
- Development and implementation of a modern system of influencing potentially weak partners in the field of trade, services, finance, technology, etc.;
- Overcoming national, religious, military, political, historical, cultural, humanitarian and other contradictions by radically reforming the current system of international relations in all segments;
- Creation of effective socio-economic mechanisms, the use of which will allow to rationally address the issues of interaction of global transnational economic entities with state and regional institutions, international and national society and other stakeholders;
- Expansion of international integration cooperation and division of labor with the gradual construction of international economic chains;
- Formation of non-current and current reserves in all market sectors, able to artificially move the borders of the market of global transnational economic entities depending on its situation, consumer purchasing power, political and socio-economic situation in the relevant geographical segment or global macroeconomic space;
- Ensure interaction between national and global socio-economic processes, which will significantly affect their effectiveness.

Some neoclassical proponents noted in their research that "the sad truth is that macroeconomic research has had little effect on the practical analysis of monetary and fiscal policy." [4].

Others took the opposite view: "In recent decades, many countries have adopted a variety of



economic policies that are in line with what macroeconomic theory has suggested over the past thirty years. The impact of macroeconomic theory on the practice of state institutional regulation includes: increasing the independence of national banks; recognition of the parameters of the inflation component as targeting goals; increasing the use of consumption and labor taxes instead of capital taxes; increasing attention to the costs of economic policy, which disrupts the state of labor markets in the macroeconomic environment " [5].

Under the influence of the development of the neoclassical trend, the attitude to state institutional intervention in the functioning of the market economy is changing. It should also be noted that the general changes in the global economy and the strengthening of market mechanisms, necessitate a reassessment of opportunities and the need for public institutional intervention in the macroeconomic environment for the use of modern tools.

The process of internationalization of certain spheres of the macroeconomic environment provides an opportunity to systematically increase the efficiency of economic processes, ensure the growth of high-tech activities, promotes the introduction of innovative aspects into the system of state institutional regulation.

Globalization shifts at the turn of the XX-XXI centuries dragged the international macroeconomic environment into a whirlpool of irreversible cardinal transformations and transformations. Globalization strongly shakes the foundations of national sovereignty in the international environment, and the general vector of development of society in the world tends towards the unification of socio-economic forms of internal organization of the national macro-environment.

Convergence in the international macroeconomic environment of national components intensifies and develops the interaction of actors from local to global scale. Therefore, there are interconnected branched transnational systemic business relationships and economic relations, through which various actors independently enter the global macroeconomic space, forming new socio-economic communities, information and communication channels and more. Globalization processes lead to the loss of the country's status as the sole subject of integration and representation of large communities in the international macroeconomic environment, which in turn dramatically expands the locus of governance, shifting the emphasis from national to supranational or subnational regulation.

Thus, a significant direction of global shifts is the change of power systems, models and mechanisms that ensure the formation of modern adequate organizational and functional structures of state institutional regulation, to identify which have not yet found stable and dominant definitions.

Regulation of processes in the macroeconomic environment in conditions of permanent turbulence and under the influence of significant risks has highlighted the task of comprehensive study of complex, turbulent, multilateral and multilevel interdependencies of globalization and government institutional regulation. Therefore, understanding the dynamics of their relationship and interaction is of particular importance for deepening understanding of current trends in mechanisms and models of state institutional regulation and theoretical and methodological justification for reforming institutional intervention in the national environment.

This is especially true of short-term permanent intervention, the need for which is completely denied by the neoclassicists and whose role has been greatly diminished by scholars who support Keynesian theory. Unfortunately, in today's conditions, we have the following differences on the issue of state institutional regulation in the macroeconomic environment, but at the same time, there are specific contradictions about the priorities and mechanisms for using the main instruments of macroeconomic policy: fiscal and monetary.

It is important to note that the differences over the greatest importance of fiscal or monetary policy for the strategic development of the country's national macroeconomic environment are almost completely resolved. Unlike the orthodox Keynesian school, which considers fiscal policy important and a priority, in the current realities of the national macroeconomic environment, priority should be given to monetary instruments.

The current trend is due to changing external conditions, increasing the openness of the national macroeconomic environment and the development of globalization shifts in economic activity. It should also be noted that the existence of objective reasons has reduced the ability to maneuver the relevant budgets and, as a consequence, the use of fiscal policy as a tool for state institutional regulation of the macroeconomic environment.

Main aspects of budget constraints:

- Reduction of budget deficits;
- Reduction of growth rates of budget expenditures;

- Reduction of tax burden in the national macroeconomic environment;
- Reduction of the amount of budget debt.

The budget deficit shows the excess of budget expenditures over its revenue side and is an indicator that indicates the negative phenomena and processes in the national macroeconomic environment and affects the inflationary component of the currency.

The main causes of the budget deficit include:

- Socio-economic policy of the government, which is making significant structural changes and transformations in the macroeconomic environment of the country;
- Negative, destructive consequences of unforeseen events that are associated with aggressive behavior of the external environment of the country;
- Unpredictable revaluation of the national currency, which has a positive effect in the short term, but forms a number of long-term macroeconomic imbalances, which in turn reduces the competitiveness of national exporters and producers and stimulates increased imports, affects;
- Reduction of the results of the economic complex of the country;
- Other phenomena and factors that affect the socio-economic situation in the macroeconomic environment of the country.

The presence of a budget deficit is mostly a negative phenomenon, but does not indicate an imbalance in the budget as a whole, as in the process of its preparation and approval are identified sources of deficit funding. This is a complex economic phenomenon, which reflects various aspects of socio-economic development in the national environment and confirms the effectiveness of economic policy of state institutions [6].

The international monetary system, which regulated national exchange rates, was in its infancy when the Bretton Woods Agreement was signed, which stabilized national exchange rates, and gold and the US dollar began to be used as an instrument of international settlements and foreign exchange reserves. It allowed the international macroeconomic environment to adhere to the agreed monetary order designed to regulate financial and economic relations between independent actors in the international arena. The main aspect of the Bretton Woods agreement is the national institutional support for the exchange rate within ( $\pm 1\%$ ) and its pegging to monetary gold, which helped to overcome the temporary disparities in payments after World War II.

With a fixed-budget regime of the exchange rate, the efficiency of fiscal policy increases and the role of monetary instruments decrease. With flexible exchange rates and liberalization of financial and credit flows, monetary instruments have priority, and fiscal policy is secondary.

Thus, if earlier Keynesianism gave priority to fiscal instruments, in modern transformational conditions the priority component of state institutional regulation is monetary policy, which is provided and implemented by the national bank.

The priority goals of modern monetary policy in the country are:

- Ensuring price stability in the national macroeconomic environment through the application of the monetary regime of inflation targeting;
- Promoting financial and economic stability in the national macroeconomic environment;
- Ensuring sustainable rates of financial and economic growth in the national macroeconomic environment;
- Support for the financial and economic policy of the Cabinet of Ministers of Ukraine.

Polycentrism in the international financial and economic system of the XX-XXI centuries contradicted monopoly-based monocentrism in the field of international monetary relations, which in turn led to the creation of a global, fairly efficient international monetary system that uses Special Drawing Rights (SDR) and provided transition to floating exchange rates and replacement of currency parity by "SDR currency basket".

Under the auspices of the International Monetary Fund, the first special drawing rights were issued in 1970, and their value was determined by the weighted average of the market rate of the SDR currency basket of the world's sixteen leading currencies.

Special drawing rights are an integrated financial instrument of the International Monetary Fund that has reserve and payment features. Special borrowing rights are issued only in non-cash form in the form of entries in accounts opened with banking institutions.

The main purpose of creating Special Drawing Rights: overcoming the Triffin paradox within the Bretton Woods monetary system - the contradiction between the global nature of use and the national nature of currency units. The country involved in this system needed official reserves - government or central bank investments in the form of gold and common foreign currencies, which could be used to bring net currency to the international foreign exchange market in order to maintain its exchange rate. [7].

From October 1, 2016, the currency basket of Special Drawing Rights is provided by five leading currencies of the global space:

- 0.58252 US dollars (41.73%);
- EUR 0.38671 (30.93%);
- 1.0174 yuan (10.92%);
- 11.9 yen (8.33%);
- 0.085946 pounds (8.09).

In the current realities of the international monetary system, Special Drawing Rights have a very limited scope and are a reserve asset, with a functional feature of the settlement currency of the International Monetary Fund and other international financial institutions.

In fig. 1.1 presents the dynamics of Special Drawing Rights for the period 2014-2019 (per 100 units), which is formed according to the National Bank of Ukraine. As of January 1, 2018, the cost of one hundred units of Special Drawing Rights was UAH 3,987.51, and as of October 1, 2019 - UAH 3,298.86. Analytical data show a gradual increase in the value of the national currency against the currency basket of special drawing rights, which has a positive effect on increasing the purchasing power of the national currency and contributes to financial stability in the macroeconomic environment.

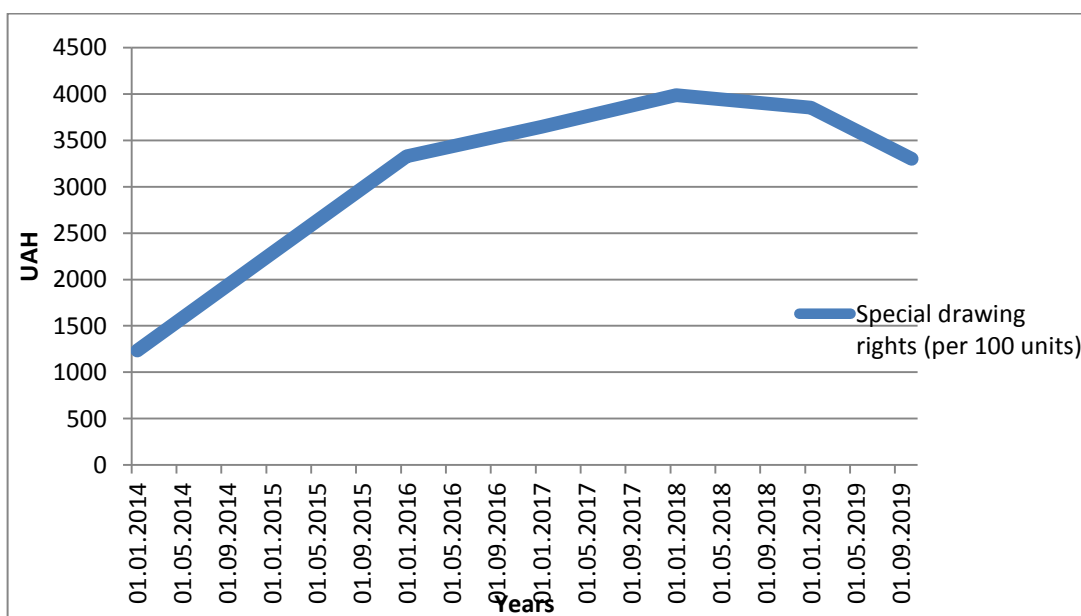


Fig. 1.1. Dynamics of Special Drawing Rights for the period 2014-2019 (per 100 units)

(Source: built by the author according to the National Bank of Ukraine)

Thus, Special Drawing Rights is a modern tool that provides international currency

settlements in the global macroeconomic environment and maintains monetary relations between countries.

The national monetary policy, taking into account the macroeconomic context, should support sustainable economic growth in the country and provide innovation and investment support for a diverse conglomerate in the national environment.

In 2018-2019, the growth of the national economy is gradually increasing and will approach the priority growth rate of 5-7%, which will ensure sustainable development and increase social living standards in society, and modern and adequate monetary policy should promote this.

Innovative aspects, investments and growth potential in the national macroeconomic environment should be significantly increased in case of necessary transformational changes, including improving the quality of regulatory institutions, diversification of regulatory and administrative processes, improving protection of private and intellectual property rights, reducing corruption, increasing the efficiency of the financial sector, which will promote the development of entrepreneurial activity in the country, etc.

Thus, the regulation of processes in the macroeconomic environment in conditions of permanent turbulence and under the influence of significant risks has highlighted the task of comprehensive study of complex, turbulent, multilateral and multilevel interdependence of globalization and government institutional regulation. Therefore, understanding the dynamics of their relationship and interaction is of particular importance for deepening understanding of current trends in mechanisms and models of state institutional regulation and theoretical and methodological justification for reforming institutional intervention in the national environment.

Ukraine's financial system has been under tight budget constraints for the past five years, which should ensure:

- Macroeconomic stability;
- Strengthening the financial security of the country;
- Trust of internal and external stakeholders in the economic policy of the country.

It should also be noted that the choice of restrictions depends on the objectives of socio-economic policy, the institutional organization of the budget process and the methodology of fiscal policy.

Basic principles of budget policy in the system of state institutional regulation of open

economy in modern transformational conditions:

- The principle of a balanced state budget (setting the size of the country's budget deficit) requires a balance of all revenues and expenditures or limiting the size of the budget deficit to a certain share of gross domestic product, for example in 2019 Ukraine's budget deficit was 1.8% of GDP; loans are made only to finance investments;

- Principles of loan financing: prohibition of government loans from domestic sources, from the national bank or restriction to a certain proportion of government revenues and expenditures of previous periods;

- The principle of the amount of public debt or reserves, compliance with which involves limiting the debt indicator in relation to gross domestic product and the amount of state reserves.

Despite the many scientific studies that reveal the methods, directions and mechanisms of state institutional regulation of the open economy in modern transformational conditions, pragmatic vectors are implemented in practice. For example, in the European Union, budget policy, in contrast to monetary policy, remains decentralized and controlled by the countries that are part of this integration structure. Ensuring budgetary discipline within the union and maintaining its flexibility, which will provide instrumental support to combat cyclical downturns in the macroeconomic environment, remains a contentious issue.

The main laws of state institutional regulation of the open economy in modern transformational conditions:

- Regulation should be carried out under the influence of macroeconomic theory and factors of globalization: increased independence of national banks; objects of taxation focused on consumption; focusing economic policy and targeting inflation parameters;

- Transformations taking place in the global economy lead to a reassessment of the possibilities and necessity of state institutional intervention, especially in monetary and fiscal instruments;

- Growth of international capital flows;

- Increase in the global financial market;

- Development of financial innovations;

- Requirements of budgetary constraints: reduction of budget deficits and reduction of growth

rates of government expenditures and debt; reducing the tax burden on the economy;

- The exchange rate regime is a priority instrument of state institutional regulation of the national economy, the fixed exchange rate regime increases the effectiveness of fiscal policy and reduces the role of monetary instruments, and vice versa, the floating exchange rate is a priority monetary instruments, and fiscal policy has a secondary impact ;

- At a fixed exchange rate, monetary policy is inefficient and negatively affects the development of the national economy;

- Monetary policy is aimed at targeting inflation, but it should be remembered that inflation affects the growth of costs and is a factor in aggregate demand;

- Debatable choice between a policy based on strict principles, norms and discretionary policies, in which decisions on regulatory measures are made depending on the current socio-economic situation in the macroeconomic environment.

For the national economy, monetary regulation today has the following trends:

- Strengthening the independence of the NBU;
- Inflation targeting is provided as vectors of state regulation;
- Enhanced openness of the national macroeconomic environment;
- Resumption of international capital flows and a moderate increase in the volume of various segments of the financial market;
- Development of financial innovations;
- Strengthening the interdependence of the Ukrainian financial market from the international one, there is a convergence of world and domestic interest rates;
- The country refuses intermediate forms of fixing the exchange rate;
- Within the framework of monetary policy, the NBU's macroeconomic parameters are planned: refinancing rates, reserve requirements, the growth rate of the money supply, etc. Based on the results of the analysis, the planning of economic parameters in the framework of monetary regulation in the context of globalization becomes ineffective because it is complicated by the operation of modified market mechanisms.



## Conclusions

Thus, the proposed methodological support for modeling the determinants of state institutional regulation of open economy, aimed at compositional regulation of processes in the macroeconomic environment, taking into account permanent turbulence, risk and complex, multilateral and multilevel interdependence of globalization and government regulation. Modeling the determinants of state institutional regulation of the open economy provides methodological support for the system of strategic development of the national economy.

The main determinant that will promote socio-economic growth in the macroeconomic environment is concentrated in the flexibility of inflation targeting, ie deviation of inflation from the set parameters and this phenomenon will not prevent its return to the parametric range on a balanced horizon of macroeconomic policy.

It is proved that a significant direction of global shifts is the change of power systems, models and mechanisms that ensure the formation of modern adequate organizational and functional structures of state institutional regulation, to identify which no stable and dominant definitions have been found.

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## PROSPECTS OF INVESTMENT STRATEGY IN AGRICULTURE

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### **Abstract**

The article gives the analysis of investments processes in the agricultural sector. Necessity of investment strategy development taking into account modern political and economic factors is determined. Nowadays the theoretical study of the investment process at the micro and macro levels is relevant. Investing in agricultural sector in Ukraine has its own guidelines and priorities for attracting investment. Ukrainian agricultural sector does not have a high enough investment rating, which determines its investment attractiveness and depends on the political situation, efficiency and adequacy of legislation, economic policy, infrastructure development, foreign direct investment and a number of other factors. The functions of investment policy formation and the system of attractiveness criteria is provided only by the state, and this requires the formation of the investment strategy. Therefore, the process of attracting foreign investment is important for agricultural sector in our country, as their volume is one of the indicators of the degree of integration of the country into the world community.

**Keywords:** investment strategy, agriculture, attracting, development, income, capital,

structure, foreign investments

### Introduction

Successful development of the agricultural sector requires new approaches to develop effective management instruments of investment processes. Currently, own, attracted and credit investment sources of agricultural enterprises are insufficient to meet their investment needs. Foreign investment in the agricultural sector of the economy come to a limited extent, and their share in total investment is small. Therefore, agricultural sector needs the effective investment strategy to provide the food safety of the country in modern conditions.

### Results

The results of investments amount analysis in the agricultural sector of Ukraine in 2020 in comparison to 2019 year indicate the presence of certain reducing trends. The growth of investments during 2016-2018 demonstrate positive trend. However, the growth rate of capital investment in agriculture decreased in 2019 compared to the previous year, and therefore additional measures are needed to intensify investment processes in the industry. Thus, in 2018, UAH 65.1 billion of capital investments were directed to the agricultural sector, and in 2019 this figure was about UAH 58.6 billion, or 10 % less (Table 1).

Table 1. Amount of investments in the agriculture

Indicator	Year				
	2016	2017	2018	2019	2020
Amount of investments in the agriculture, billion UAH	49.7	63.4	65.1	58.6	50.2
To previous year, %	169	128	102.7	90	85.7
Net profit, billion UAH	89.81	68.28	70.5	90.27	80.1

However, in 2020 year, 82.6% of enterprises in the industry received 107.9 billion UAH of net profit, while only 17.4% of enterprises ended the year with losses of 26.8 billion UAH. These are the best indicators among all economic activities 71.0% of profitable and 29.0% of unprofitable enterprises. According to the results of 2020, the profits of agricultural enterprises decreased by almost UAH 10 billion while maintaining the highest share of profitable enterprises.

The predominant share of disbursed investments is the cost of capital construction and purchase of machinery and equipment, of which more than 2/3 of capital investment is directed to the purchase of agricultural machinery.

The main source of investment in the agricultural sector are the own funds of enterprises. Almost 70% of investments in agriculture are formed at the expense of own funds of domestic producers and it is expected that this share will remain in the future. The reduction in net income in the industry in recent year limits the ability to increase the own funds of enterprises for capital investment. Amount of own funds of enterprises and organizations reduced by 38.6 % in 2020 compare to 2019 year, their part in the structure of investments declined to 65.1 % in comparison with 90.7 in 2019 year (table 2).

Table 2. Structure of investments in the agriculture by sources of financing, UAH million

Source of investments	Year			2020 to 2019, %
	2018	2019	2020	
State budget funds	67.9	184.1	31.98	-88.7
Funds from local budgets	48.59	80.2	2.19	-97.3
Own funds of enterprises and organizations	56438.3	53233.11	32694.78	-38.6
Credit funds and other position	8377.43	5022.08	3138.91	-37.5

At the same time, the share of long-term loans in the structure of investment financing sources

is declining. If in 2018 the share of the credit funds in the structure of fixed capital investments was 12.9%, in 2019 – 8.6%, and in 2020 – 6.3% (fig.1).

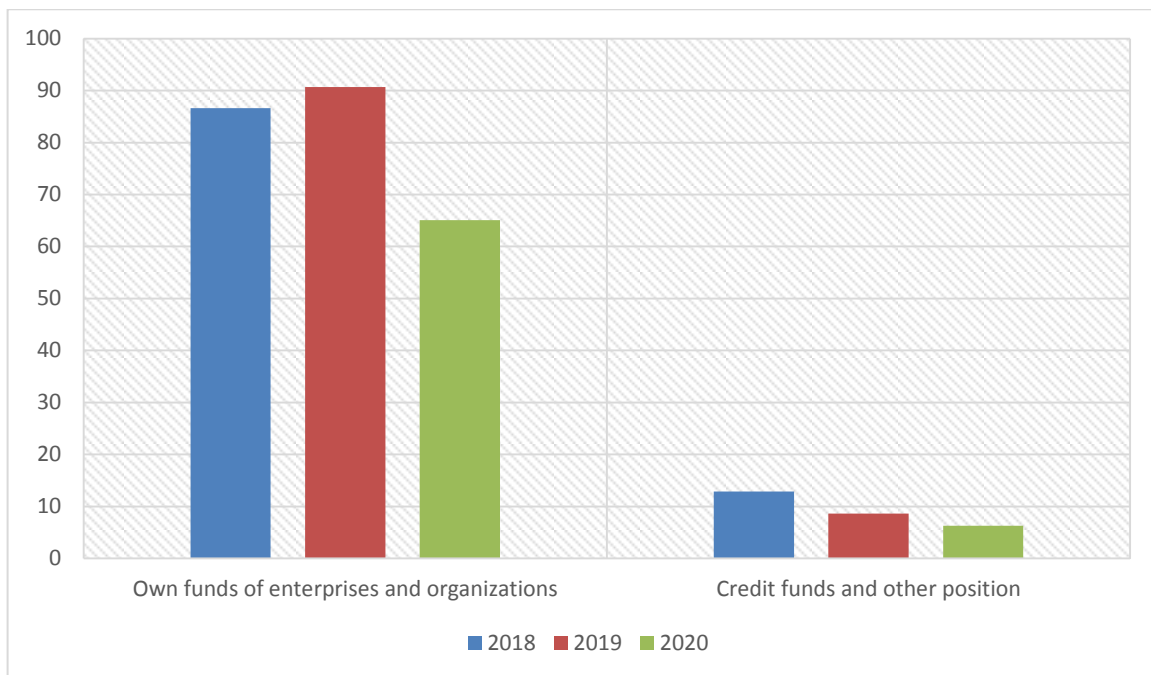


Fig.1. Own funds of enterprises and organizations, and credit funds in the structure of investments during 2018-2020 years, %

The volume of financing of agriculture at the expense of the state budget also decreased sharply – from UAH 67.9 million in 2018 to UAH 31.98 million in 2020. At the same time, there is a positive trend in the growth of foreign direct investment in the industry. In 2019, the volume of foreign capital in agriculture increased by 89,6 million dollars USA and at the end of the year amounted to 539, 3 million dollars USA. In recent years, the share of foreign investors in the structure of investment sources has remained virtually unchanged and ranges from 4-5% of total investment in agriculture.

In the conditions of slowdown in the growth rate of foreign direct investment, enterprises took measures to attract investment resources on foreign stock markets through Eurobonds and loans. Thus, only such Ukrainian companies as Mriya Agroholding, Ukrlanfarming and Myronivsky Khiboproduct raised investments by listing Eurobonds on the Irish Stock Exchange USA. An important condition for intensifying the processes of attraction of investment resources on world stock exchanges is the construction of transparent financial statements of the company, significant improvement of the investment management system, organizational and investment management of companies.

Ukrainian agricultural enterprises have achieved some success in attracting foreign credit resources for the supply of products and the implementation of interrelated investment projects. In particular, the State Food and Grain Corporation of Ukraine in 2012 attracted \$ 1.5 billion from the Eximbank of China. The United States for the supply of agricultural products, and in 2013 prepared proposals and has already reached part of the agreements on the implementation of other investment projects of similar size.

However, in general in the agricultural sector of Ukraine it can be concluded that most agricultural enterprises have failed to form an effective reproductive structure of capital investment. Thus, the ratio of costs for simple and extended reproduction of fixed capital in 2018 was 48 and 52%, while the optimal should be considered 1/2.

The process of improvement the investment climate and increasing investment is constrained by a number of factors, the most important of which are:

- Inconsistent and imperfect state investment policy in the agricultural sector, which is dominated by the principles of residual budget allocations for agriculture;
- Imperfect mechanisms and schemes of their use; underdeveloped innovation infrastructure, excessive wear and lack of conditions not only for expanded but also simple reproduction of fixed assets;
- Unfavorable conditions for the development of small business in rural areas; low liquidity of investments;
- Imperfect mechanism of economic relations between industries, which leads to low return on capital and insufficient investment attractiveness of the agricultural sector.

The low level of return on capital of agricultural enterprises hinders their investment activities. High transaction costs and monopoly of intermediaries in the markets of agricultural products and investment resources do not allow to form sufficient own sources for the development of material and technical base of agriculture and ensure its expanded reproduction. Achieving positive changes in investment largely depends on the use of local opportunities. However, investment opportunities in most regions and territories are limited. Therefore, the problem of investment management in the agricultural sector is large-scale, its solution is of national importance and requires the consolidation of efforts of all agricultural producers, society, public authorities and economic management.

The most attractive for investment remains the crop sector, the development of which is directed annually about 70% of capital investment. Investors invest their own, credit and attracted funds primarily in the production of such highly profitable products as grain, rapeseed and sunflower. Only 25% of total investments were received in animal husbandry, most of which is directed primarily to the development of poultry and pig breeding.

The problem of investment support of small and medium agrarian enterprises remains acute, which significantly hinders its development. The volume of investments of farms is only about 1.5 thousand UAH per farm. In the conditions of extremely low level of investment provision, limited access to credit resources, imperfect mechanism of state support and its insufficient volumes, further development of farms is complicated. Therefore, it is necessary to ensure the functioning of an effective system of state support for this form of management as an important component of rural and rural development.

At the same time, investment processes in the agricultural sector are characterized by a sharp differentiation of capital investment per unit of land area by region, due to their significant differences in levels of economic development, sectoral structure, existing potential, infrastructure, market capacity, solvency and other.

Regional disparities in the processes of attracting foreign capital are also growing. The difference in the amount of foreign direct investment per 1 hectare of agricultural land between the regions is almost 600 times. The most attractive for both domestic and foreign investors is the agricultural sector of Ivano-Frankivsk region, where investments per 1 hectare of agricultural land are the largest (about 2.8 thousand UAH). More than 80% of foreign direct investment is directed to livestock, in particular, pork production. The agricultural sector of Khmelnytsky, Ternopil, Rivne and Kyiv oblasts also has a high level of attractiveness. More than half of the total investment from all sources of funding in these regions is also directed to the development of livestock industries. The smallest are the volumes of investments in agriculture of Odesa, Mykolaiv and Zaporizhia oblasts.

In order to eliminate disparities in the levels of investment in the agricultural sector of the regions, it is necessary to strengthen measures to effectively use the existing competitive advantages in each region, organizational support for investors and remove obstacles to this activity in the regions. At the same time, stimulating the investment process is one of the



effective means to overcome imbalances, equalize the indicators of economic and social development of the regions, as well as increase employment.

Following factors will constrain investment activity in the agricultural sector:

- Insufficient level of investment attractiveness of agriculture due to the loss of certain types of products;
- Possible reduction of world food prices and the corresponding reaction of the domestic market;
- Reduction of lending to agriculture and high level of lending rates of commercial banks;
- Deterioration of the conditions for conducting agribusiness by small and medium-sized enterprises, due to their displacement from domestic food markets, losses from competition with large enterprises and importers, limited investment;
- Reduction of state support for agricultural producers.

Given the expected results of investing in agricultural production in the coming years, measures should be intensified to intensify the investment activities of domestic producers, increase the efficiency of investment management and attract external investment resources.

The purpose of the strategy is to ensure stable and efficient functioning of the agricultural sector, focused on meeting domestic and export needs of agriculture and agricultural products in the forecast period, social revival of the village, overcoming poverty of most peasants and other inhabitants, gradual approximation of their living conditions and work to the level of economically developed countries. Ensuring the achievement of the goal will promote the development of agrarian sector and successful implementation of its priorities requires a radical increase in agricultural and other spheres of state and non-state investment resources, increase social, economic and environmental efficiency of their use property and management, as well as attracting the investment from other sectors and sectors of the economy in the agrarian and industrial complex, primarily in the agricultural sector.

Taking into account the multifaceted nature of the enterprise, it should be noted the need for a list of interrelated strategies, which are the so-called «strategic choice». Strategic choice is a system of different types of strategies developed by the company for a certain period of time. The specifics of the functioning and development of the enterprise, as well as the level of its claim to a place and role in the external environment.

The study showed that the requirements for the strategy should be as follows:

- Focus on achieving real interrelated goals;
- Clarity of content and understanding of the need to apply a certain set (system) of strategies;
- Hierarchical nature, as it is possible to distinguish the general strategy, product and product strategies of individual units, basic and supporting strategies (resource and functional) for each of the scalar chains;
- Reliability, which implies its comprehensive validity, weight;
- Reflection of economic processes in their totality and interrelation;
- Flexibility and dynamism of the strategic set, ie taking into account changes in the external and internal environment that occur in changes in priorities and content, as well as, if necessary, the transition to backup strategies.

Strategic choice is not a demonstration of general intentions, but an emphasis on the distinctive characteristics and features of individual enterprises. This is explained by the conditions of functioning of each of the enterprises: the peculiarities of adaptation of the internal environment to the requirements of the external environment, as well as the degree of activity of management's influence on the formation of the organization's environment in general. A well-formed strategic choice is one that reflects the achieved level of development, features and conditions of its further movement, in accordance with the chosen strategies. A sound strategic choice is one that is right for the company and can be achieved with the available capacity and some effort to transform it to ensure a competitive level in the long run.

The strategy is related to planning as a management function. Strategic planning is a managerial process of creating and maintaining a strategic relationship between the goals of the firm, its potential and opportunities in the field of marketing. It is presented in the form of a plan of the enterprise, which reflects all the elements of marketing, financial resources and production capabilities. In a market economy, the importance of planning is growing at all levels of government, as it is related to the effectiveness of any investment object. For the investor, the profit and social effect are the ultimate indicators of the effectiveness of the strategy chosen by him. Planning or forecasting is important in determining the strategy for attracting foreign investment. As a function, planning finds its expression in the acts of state bodies, which reflect the quantitative and qualitative planning indicators of economic processes for a certain period.

The strategic planning process is important in the strategic management system. Most western and eastern firms use strategic planning to change themselves, to get out of hopeless situations that have developed outside and inside the company. The main prerequisites for the transition to strategic planning are: the need to respond to changes in business conditions, the need to combine different activities of the enterprise and the conditions of decentralization and diversification (especially conglomerate), the presence of clear competitive advantages and the need to support them (having them) or creating them (for outsiders); strengthening of competition, internationalization of business, development of relations with enterprises that use the system of strategic planning; availability of highly qualified managers capable of solving complex issues using a strategic management system; development of theory and practice of strategic planning, which help to move from the method of «trial and error» to scientific methods of predicting and preparing the future and the future; availability of available information (global information networks) to study the strengths and weaknesses of the enterprise, the external environment and conditions of competition, strengthening innovation processes, generation and rapid development of new ideas, the need to implement a high culture of resistance management changes and stimulating the development of the enterprise.

The time characteristics of strategic planning depends on the specifics of the enterprise, its industry affiliation, the level of uncertainty and dynamism of the environment. Thus, at the enterprises of different branches the replacement of technological processes and renewal of products are carried out at different intervals; they are usually taken into account when determining the periods for which strategic plans are developed.

Increasing the «time horizon» does not increase the effectiveness of plans. One of the factors (especially for small enterprises) to improve the quality of plans is to increase the frequency of planning (due to correction), improve the content, which has a more significant impact than an extended period. The need to determine the period of strategic planning, adjustment or revision of strategies depends on the specific conditions; they also determine the level of detail of strategic plans.

The main advantages of strategic planning are: connection of current decisions with future results, organized comprehension of decisions (contrary to spontaneous acceptance) with forecasting of their consequences; focus on finding alternatives to achieve goals, ie acceptable

goals within the defined goals and existing constraints; identification of opportunities and threats, strengths and weaknesses of the enterprise, taking them into account when setting goals and formulating strategies to ensure the impact on these aspects today; conscious preparation for the future and for the future; division of responsibilities not only between activities, but also between current and future activities.

The main shortcomings of the practical application of the strategic planning system, in our opinion, are: lack of necessary information for strategic decision-making and development of strategic plans; as a result, there is a low level of validity of planning documents; lack of alternative plans; insufficient use of scientific and methodological arsenal of planning: scenarios and methods of situational planning; poorly developed system of current analysis, control and adjustment of strategic plans, dogmatic hyperbolization of the value of digital indicators; imperfect system of incentives for employees involved in the development and implementation of strategic measures; insufficient level of organizational, socio-psychological and financial support of strategic planning.

For regional development is important to invest in priority facilities. The investment process allows making a profit by increasing the amount of capital and its quality use. Investment in the social sphere is due to the qualitative improvement of the organization of agricultural production, carried out on an innovative basis, which will stimulate the investment process in the agricultural sector.

### **Conclusions**

Taking into account the results of investing in agricultural production in the coming years, measures should be intensified to intensify the investment activities of domestic producers, increase the efficiency of investment management and attract external investment resources. Improving the investment management of enterprises will provide their own sources of financing for investment in the agricultural sector. The investment management strategy is related to the implementation of the concept of investment policy, which is primarily due to the system of radicalization of economic decisions in the social sphere. Analysis of investments in the agriculture shows its dependence on many factors, such as reduced public funding and foreign

investment, industry risk, inflation, and logistics disruptions.

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## **FUNCTIONING PROCESS MODEL AND STRATEGIC MANAGEMENT IN THE EDUCATIONAL SECTOR**

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### **Abstract**

The issue of finding effective mechanisms of strategic management and the creation of modern management models in the field of education is relevant in the modernization of the national educational space.

A feature of the education sector is a high level of institutional management. It can be argued that state institutions do not manage as much as they regulate in the field of education, setting or changing within certain limits the conditions and certain parameters of its functional environment.

**Keywords:** management models, process of functioning, strategic management, educational sector, educational space.

### **Formulation of the problem**

Management in the field of education should be carried out based on innovative strategies and priorities, considering the principles of a systematic approach and sustainable development, creating new models of educational processes and developing mechanisms of institutional and social management in the educational environment.

In the conditions of transformation in the national macroeconomic space it is necessary to create a flexible, purposeful, effective, and efficient system of institutional and social management in the educational environment, which will ensure strategic development and quality of educational processes focused on national human capital, which will meet the needs of the

state, local communities, businesses, and the needs of individuals.

**The purpose of the study:** is to substantiate and analyze the theoretical and methodological approaches to the development of the functioning process model and strategic management in the educational sector.

### **Introduction**

Education is a systematic process of knowledge and skills transfer, through which the creation of human capital in the national space. In turn, human capital is a set of knowledge, skills, abilities, and other competencies that are used by a person to meet the needs of the individual, the local community, the state, and society.

A significant amount of scientific research is devoted to the essence of human and later intellectual capital, including: M. Armstrong - Human Resources Management; P. Drucker - Tasks of management of the XXI century; E. Kuznetsova - Methodology of professionalization of managerial activity in Ukraine, etc.

It should be noted that modern methodological support for determining the level of human capital development in the national space is based on the following aspects:

- Educational level,
- Available knowledge,
- Competencies,
- Skills,
- Experience,
- Qualification,
- Ability to solve complex problems.

Purposeful influence on the state of the education sector is exerted by state and regional state institutions, territorial communities, society, and the public.

### **Presenting the main material**

Management of the education system by the state is based on the implementation of a set of measures, actions aimed at correcting and establishing the foundations of economic, social,

political and other processes in relation to this system. As a course of action, a strategy is necessary in situations where the available resources are insufficient to achieve the main goal directly. The task of the strategy is the efficient use of resources to achieve the main goal. Education management is a purposeful activity to create socio-prognostic, organizational, legal, personnel, pedagogical, material, financial, and other conditions necessary for optimal functioning and development of the industry, its goals, the transition to a qualitatively new state [5].

Strategic guidelines for the model of the process of functioning process model and strategic management in the educational sector are defined in Fig. 2.1.

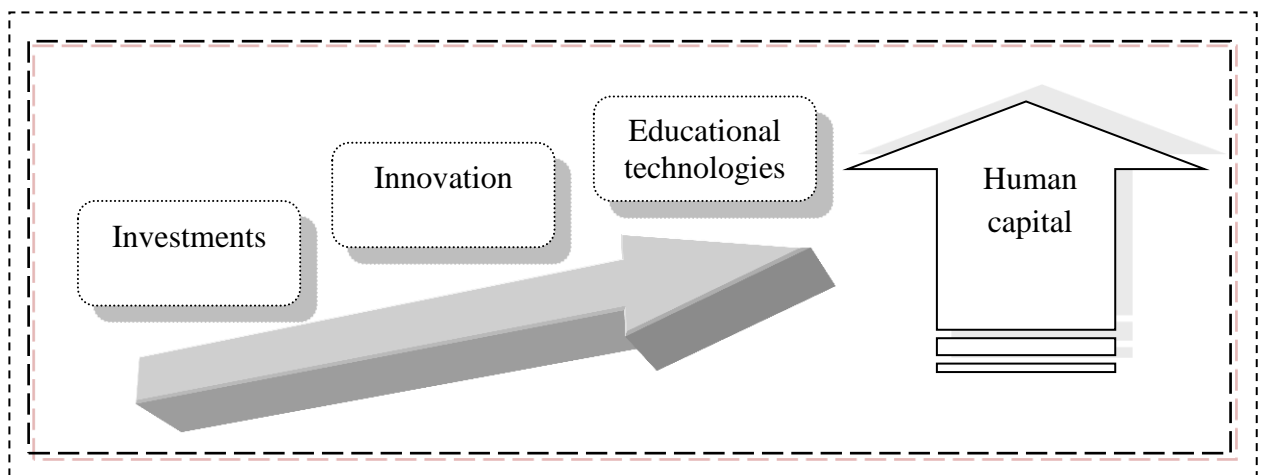


Fig. 2.1. Strategic guidelines for the model of the process of functioning process model and strategic management in the educational sector (Source: developed by the author).

The model of strategic management of the education sector should provide an answer to the question of what management decisions should be formed by the subjects of management in the educational environment.

Note that the management process visualizes the interaction of the subject and the object of management, and the impact of the process of strategic management is aimed at solving the priority tasks set before the object of management in carrying out its activities. Therefore, the modeling of the strategic management process must be studied in the interaction of two processes:

- Functioning of the subject of management;
- Operation of the control object.



The model of the process of strategic management in the education sector in general can be presented as a description of the actions of the governing body in relation to the structural and functional elements of the education sector and itself as an element of the intra-industry system.

Strategic management in the intra-industry environment is a separate activity that ensures that the managed object solves the priority tasks and achieves a certain goal. The goal, which is aimed at achieving the strategic activities of the subjects of education, can be to achieve a quantitatively or qualitatively defined state for a certain period, or to ensure the functioning of the education sector for some time in quantitatively or qualitatively set parameters.

An abstract model of the process of functioning of the educational sector in transformational conditions is visualized in Fig. 2.2.

The model is based on the following aspects:

- The educational process is the acquisition by an individual of a set of knowledge, skills, abilities and other competencies that he uses to meet their own needs and the needs of the national economy;
- The purpose of the educational sector is visualized in a set of quantitative and qualitative characteristics of the results of the educational process in the intra-industry environment.

Thus, at the entrance of the system is a individual, and at the exit - a person who is endowed with a certain human capital. The formation of human capital is provided by the resources and mechanisms of the functioning of the education sector.

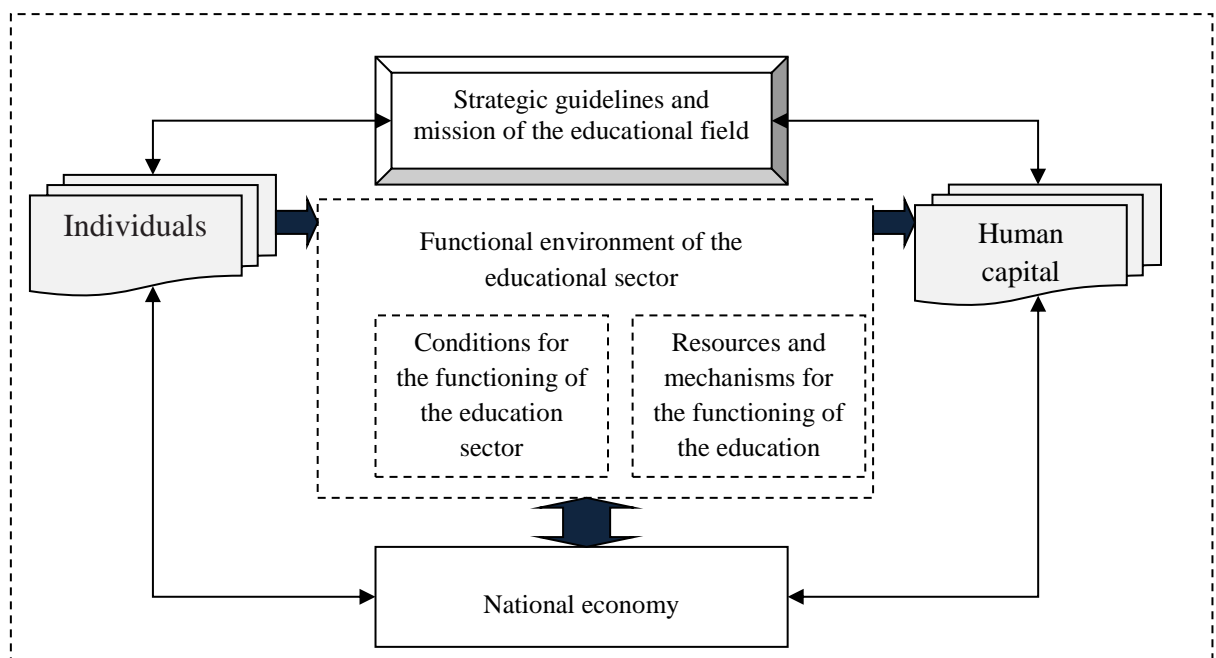


Fig. 2.2. Abstract model of the functioning of the educational sector

Strategic guidelines and mission are closely interrelated with the philosophical aspects of the existence of education in the national space.

The mission of the educational field reflects the purpose of the educational process, provides an opportunity to determine its essential characteristics and philosophy, scope, prospects and directions of development in the global educational space under the influence of various factors. The mission focuses on the consumer, because the philosophy of the educational process is determined by the interests, needs and demands of national society.

Strategic guidelines and mission show how the educational sector and its subjects can benefit consumers of educational services, while maximizing their own efficiency.

The strategic orientations and mission of the education sector and its subjects must be receptive to dynamic construction and have the following aspects:

- List of needs met by the education sector and its subjects;
- Characteristics of educational processes and their results, taking into account competitive advantages;
- Prospects for the development of the education sector and its subjects.

The mission always characterizes the current and future state of the education sector and its actors, and the emphasis should be on the national interests and needs of consumers.

Thus, the mission is a strategic management tool in the field of education, which identifies the target market for educational services in the national environment. It should be noted that the strategic guidelines and mission play an important communicative role in the internal and external environment of the education sector, and is designed to project its functioning and priority development in the future.

Strategic guidelines and mission of the education sector in any operating conditions have a characteristic cyclical nature, where the strategic process, which has continuous features, consists of relatively closed cycles in which certain tasks are solved and certain goals are achieved.

A significant number of researchers of the scientific school of Professor Yu. Safonov, namely, E. Maslennikov, E. Kuznetsov, O. Poberezhets, G. Grigoriev, Y. Melnyk, O. Sheremet, and others, believe that the mission has limited and unlimited importance for any sector of the national economy.

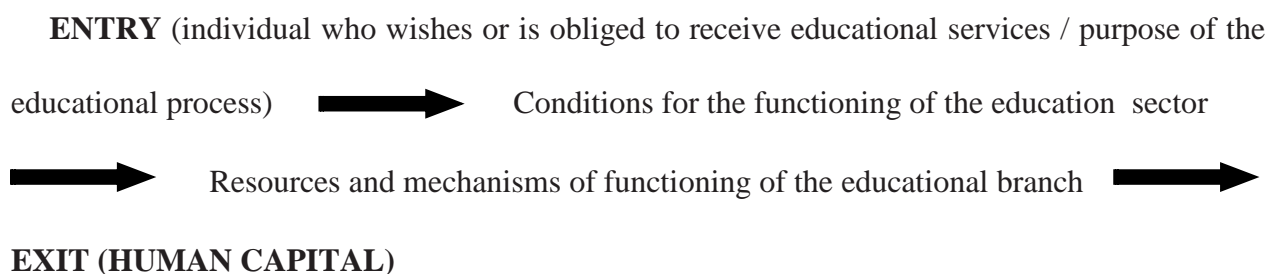
Let us agree that education is a priority of Ukraine's state policy. The state assumes that education is a strategic resource of socio-economic, cultural and spiritual development of society, improving the welfare of persons, ensuring national interests, strengthening the international prestige and image of our state, creating conditions for self-realization of each individual [2].

The educational environment in the context of digitalization should be dynamic, functional, transparent, comfortable, friendly and attractive to consumers of educational services, inclusive and develop skills for a healthy lifestyle in the national space. The formation of such an environment depends on the system of strategic management in the field of education, internal and external factors, as well as the contribution of each participant in the educational process in its development and formation as a system.

In our opinion, the process of providing a system of strategic management in the field of education should include:

- Formation of managers in the field of education of the new generation, able to think and act holistically and internally, including in non-standard conditions;
- Optimization of governing bodies in the field of education;
- Decentralization of management in the field of education;
- Overcoming bureaucratization in the management system of the education sector;
- Digitalization of management processes in the field of education.

The main characteristics of the process of functioning of the educational sector are:



These characteristics are obvious, because in the first stage of modeling you only need to indicate their mandatory presence, paying basic attention to determining the input and output of the process. In this case, the peculiarity of the process of functioning of the education sector is the presence of two inputs and one output.

It is also possible to limit one entrance, but this would not allow highlight the peculiarity of the field of education, which should in any case educate individuals and ensure the achievement

of system-wide goals. Note that both the inputs and outputs of the abstract model of the education sector are fundamentally different: on the one hand it is a person undergoing training, on the other - information that characterizes the goals and state of the education industry. Accordingly, the conversion of inputs into outputs must be significantly different, which must be considered during the decomposition of the process.

Decomposition is a method of scientific research in management theory, by which the whole system is divided into subsystems or components, goals - into sub-goals, each of which is considered separately. Decomposition is the basis for the next stage of system analysis of the study of the structure of the whole system, ie the identification of the relationship between subsystems, etc. [3].

The general conditions for the functioning of the education sector are set above the system in which the education system is included as a subsystem. Conditions are set for all types of educational activities carried out in the intra-industry environment. The content of the established conditions is determined by legal documents and the practice of providing educational services. The external environment of the education sector provides it with appropriate material, financial, intangible and human resources.

The decomposition of the model of the functioning of the education sector should be based on the basic provisions that were used in building an abstract model of the functioning of the education sector but consider the following aspects: the educational sector is represented by two elements (the entity that carries out the educational or scientific process, and the governing body of the appropriate level).

Note that the interaction of two elements in the educational field, which carry out different processes, creates additional links between them. In the process of functioning, the governing body in the field of education generates additional results, which become additional characteristics of the functioning of the subject of education. In turn, the subject of education should form as an additional result of its activities information about the course and results of its educational process.

Transformational processes in the education sector in the last three years are focused on reorganizing the management, financing and management of education through decentralization, deregulation, introduction of institutional, academic and financial autonomy of educational

institutions, compliance with the principle of responsibility for educational and educational activities [4].

In recent years, there has been a gradual transition from administrative management in the field of education to the system of educational management.

### **Conclusions**

Thus, strategic management in the field of education visualizes a model of diverse, structural-functional, and formal-behavioral management process, which ensures the formation and implementation of strategies for the development of the field of education. An effective system of strategic management in the field of education should help balance the relationship in the market of educational services between stakeholders, as well as the achievement of visualized goals and objectives.

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**ASPECTS OF HEALTH CARE ACTIVITIES OF PRIMARY SCHOOL  
TEACHERS IN THE IMPLEMENTATION OF THE IDEAS OF THE “NEW  
UKRAINIAN SCHOOL”**

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**Abstract**

The article clarifies different approaches determining the aspects of health care activities of primary school teachers in the implementation of the ideas of the New Ukrainian School. In addition, different views of researchers on the implementation of health activities in the educational institution are described.

**Keywords:** health-saving environment, health-saving activities, teachers, pupils.

**Problem statement**

In modern conditions, there is a need to train teachers who are ready not only to be creative in the mobile world, reform the national education system, but also focused on preserving and maintaining their own health and the health of younger generations. One of the key directions of the state educational policy is the formation of a healthy environment, greening of education, valeological culture of participants in the educational process, etc.

Therefore, it becomes obvious: the need for theoretical development of ways to improve the system of professional pedagogical education in order to prepare future teachers for the practical implementation of the idea of health of the nation at all stages of educational activities. A special role in this process belongs to the primary school teacher, who can, according to the specifics of his pedagogical activities, apply a set of educational and mentor resources for health-preserving interaction in primary education on the basis of pedagogical design, social health of students, and formation of their health-preserving competence.

The New Ukrainian School Concept defines that the main role of a modern teacher is “not only to give a certain amount of knowledge to a student, but also to teach him to learn, acquire knowledge independently, and apply it in practice, i.e. form competencies as a general ability, based on knowledge, experience and personal values.

This requires improving the training of future primary school teachers to create a healthy environment and experimentally testing the effectiveness of the proposed changes.

**Purpose statement:** of the article is to reveal aspects of health care activities of primary school teachers in the implementation of the ideas of the Concept of the New Ukrainian School.

**The outline of basic materials:**

The main task of primary school teachers is to promote the creative potential of children's personality, ensure their social protection, create the necessary conditions for activating students, and help to solve their problems through various forms and means of individual and collective work, creating a favorable psychological climate in the classroom. Directing children to a healthy lifestyle, this, in our opinion, leads to the restructuring of educational activities in view of the health of younger students.

Under the health-preserving activities of primary school teachers, we understand a complex, multifunctional social phenomenon that involves the introduction of health-preserving techniques through the use of appropriate methods and tools of educational process that do not harm children's health and aimed at developing health-preserving skills and skills that contribute to the preservation of physical, mental, social, moral and spiritual health of participants in the educational process.



In our opinion, health-preserving activities of teachers in primary school are such activities as educational, mentor, game, sports and games, sports and health, leisure, environmental, which are interrelated and aimed at strengthening the physical, psychological, moral, spiritual and social health of younger students; formation of health-preserving skills and abilities, which involves optimizing the educational process.

Consider, in terms of research, how the selected activities affect the preservation and strengthening of the health of younger students, as well as the formation of their health-preserving skills and abilities.

### **Educational activities**

In connection with the deterioration of students' health, scientists (O. Dubogai, M. Yevtushok) emphasize the need to transform educational activities not only into organic learning, but also into parallel support and strengthening of health through quality change methodology of the educational process. This might be accomplished through the integration of school program with development of skills and abilities to use movements of different structure and from various starting points in order to physiologically improve the body (eg mental fatigue, posture correction, etc.).

To some extent, it determines the ability to optimally use the acquired theoretical knowledge and relevant motor actions in a moment of stress and create adequate behavior [98, p. 36].

Based on the analysis of scientific literature, surveys of primary school teachers and their own observations, we concluded that the main factors that negatively affect the health of participants in the educational process (students and teachers) are:

- Non-compliance with sanitary and hygienic requirements;
- Physical hypodynamia (insufficient motor activity, insufficient use of mobile games during breaks);
- Social and psychological discomfort;
- Improper, irrational nutrition, increased overload on the visual, auditory and speech apparatus, insufficient level of knowledge about their health;

- Ignorance of teachers about the forms, methods and tools that contribute to the health of children.

Health education includes the transfer of knowledge, skills and abilities that contribute to the formation of ideas about health.

The development of health skills and abilities should take place in all primary school lessons. Thus, during lessons, teachers' attention should be focused on the formation of skills and abilities: correct speech, active listening, the ability to express their thoughts, properly express their feelings; math lessons help develop critical thinking skills; science lessons develop the skills of caring for nature.

A significant role in maintaining the health of younger students in the educational process belongs to the psychological atmosphere in the classroom, children's sense of psychological security.

N. Artemeva notes that the main conditions that ensure the psychological safety of the child are a favorable psychological atmosphere, properly organized pedagogical process, an environment that meets the needs of the child in movement, creativity, communication, friendly and humane teacher, attentive and sensitive to any manifestations of the child.

Educational overload, unfavorable psychological climate, inattentive, indifferent teacher with an authoritarian style of influence, lead to stress, persistent psychosomatic disorders, personality anomalies, various kinds of maladaptation [1].

Preservation and strengthening of health in the educational process is facilitated by the use of health-preserving methods, during which, scientists say (Yu. Goryacheva, A. Ivanov, O. Krasnov, O. Rodionov), at least four requirements must be met:

- Taking into account the individual (intellectual, emotional, motivational and other) characteristics of students, their temperament, the nature of their perception of educational material, type of memory, etc;
- Prevention of excessive, exhausting intellectual, emotional, nervous tension during the assimilation of educational material;
- Ensuring such an approach to the educational process, which would guarantee the maintenance of a favorable psychological climate, strengthening the mental health of students;

- Emphasis on teaching students to protect themselves from stress, resentment, and teach them the means of psychological protection and health [15, p. 84].

The educational activities of future primary school teachers are multifaceted and multifunctional and permeate all aspects of their activities. In our opinion, personality-oriented interaction of a teacher with students is an important component of health-preserving educational activity.

Thus, we concluded that the organization of the educational process in primary school with a person-centered approach contributes to the development of skills to preserve all components of individual health. In particular, such as:

- Interpersonal communication skills;
- Building relationships, working with other people; correct speech; active listening;
- Self-control skills; self-esteem; self-awareness; critical thinking; decision making (mental health);
- Skills of showing respect for seniors, of conscious discipline; collectivism; self-care (spiritual health); skills of proper organization of work and rest (physical health).

### **Sports and health activities**

It should be noted that an important part of the pedagogical process of primary school is physical culture and health work. It is especially important in connection with the growing load on younger students, increasing the number of sick children, adverse environmental conditions, and hypo dynamics. Significant mental and static loads caused by the arrival of children at school, sedentary lifestyle lead to impaired vision in students, cardiovascular and respiratory systems, metabolism, reduced body resistance to various diseases, and in general to the deterioration of children's health.

In view of this, M. Kozlenko notes, the correct organization of physical culture and health activities in the process of learning in primary school is not only a necessary condition for comprehensive harmonious development of the student's personality, but also an effective factor in improving his mental capacity. Rationally organized activities for physical education during

the day expand the functional capabilities of the child's body, increase the productivity of mental work, and reduce fatigue [6].

As Yu. Vaskov and I. Pashkov emphasized, the main tasks of school physical education, are: to form the concept among students, that caring for one's own health is not only a personal matter, but also a public duty; using various means of physical culture, promoting the health and physical development of students; equipping students with skills and abilities to organize a healthy lifestyle; formation of knowledge and skills of injury prevention [4, p. 10–11].

One of the important means of physical education of students is to teach them to follow sanitary and hygienic norms: the daily routine of students and compliance with the rules of hygiene. Properly organized daily routine is a necessary condition for the normal physical development of the child, strengthening his health, maintaining a high level of physical and mental performance.

Researcher O. Dubogai notes that during lessons it is necessary to pause, spend minutes of physical education, and change activities [5].

Physicians and physiologists, who studied the learning activities of students, came to the conclusion that somewhere between 25 and 32 minutes of the lesson in children there is a certain decline in mental activity. It is at this time that physical training minutes are offered. They have a positive effect on the restoration of mental capacity, prevent fatigue, reduce static load, prevent postural disorders, etc. [4, p. 149]. Properly conducted physical education minutes are an effective way to reduce fatigue and increase the mental capacity of students in the classroom.

In addition, they have a beneficial effect on the child's body, preventing postural disorders and deformities of body structure. According to M. Kozlenko, during the school day, children's fatigue gradually increases and efficiency decreases.

They lose attention, and increase the number of errors in the tasks, cases of violation of discipline (distraction from work, anxiety, conversation). Prolonged sitting at a desk causes fatigue in the muscles of the back, neck and legs.

Tired, the student bends his back, lies on his chest on the desk, warps the torso to the left or right. All this negatively affects the child's posture [6]. The main purpose of each exercise used during the lesson is to maintain physical and mental health.

At the same time, all warm-ups, physical training minutes, multifunctional exercises, V. Lykova notes, perform developmental, educational, communicative, psychotechnical, and relaxation functions.

They are focused on the regulation of emotional and personal state, recovery, development of fine and gross motor skills, body coordination, and prevention of scoliosis, visual diseases, and the development of the cognitive sphere (attention, thinking, memory, sensations, and perception). In the process of their implementation, skills of self-regulation, self-control and self-evaluation are formed and developed, an opportunity is created to feel and understand oneself, to test new models of behavior, to look at others in a different way.

Thus, the implementation of physical culture and health activities is an important aspect of the job of primary school teachers, which significantly affects the formation of health skills and abilities of younger students, directs them to maintain a healthy lifestyle.

### **Game activity**

Given that play plays an important role in primary school, it is impossible not to single out the use of play activities as health preserving.

According to N. Kudykina, play activity is a dynamic system of interaction of the child with the environment, in the process of which there is his cognition, assimilation of cultural and historical experience and the formation of the child's personality.

The specificity of play activities is that its productivity is determined by the active functioning of children's imagination and interpersonal communication [8].

Game activity is characterized by multidimensional influence on the formation of personality. According to the scientist, it is associated with the transformation of mental processes, improvement of cognitive activity, development of social qualities and forms of behavior, the child's ability to be creative [8, p. 4].

Gaining in the game of individual emotional experience, the child internalizes the influences of socio-cultural environment and self-improvement as a creative, active person, able to overcome various obstacles in life, to act constructively in the social sphere [8, p. 39].

The play activities of younger students are also important in the development of health skills and abilities.

Thus, the game health environment, according to O. Tymchenko, is an active-motor, social-play society of children, united by game rules, actions that stimulate children's motor activity, require the child to coordinate movements, independence in decision-making and the optimal choice of ways to preserve health [14, p. 6].

It is important that the means of play are, first, knowledge about people, their actions, and relationships, experiences, expressed in images, language, experiences, and actions of the child.

Secondly, ways of dealing with certain objects (stern wheel, scales, thermometer, etc.) in certain life circumstances. Moreover, thirdly, moral assessments and feelings, that appears in judgments about good and bad deeds, useful and harmful actions of people.

In our opinion, this has a significant impact on the development of health skills and abilities in younger students, given that the result of the game is a deep understanding of children's lives and activities of adults, their responsibilities, thoughts and relationships.

It is also friendly feelings, humane attitude to people, various cognitive interests and mental abilities of children, which are formed in play activities.

The game develops observation and memory, attention and thinking, creative imagination and will.

The most important result of the game is the child's deep emotional satisfaction with the process itself, which best meets the needs and opportunities of effective knowledge of the world around and active communication with people.

Given the above, that the game is an effective and powerful tool in the educational process of primary school, which contributes to the formation of health skills and abilities in students, because the game: gives a sense of joy, satisfaction, self-confidence (mental health skills);

- Promotes the socialization of the child, in the process of which is the formation of life position (social health skills);

- Teaches to act in a team, conscious discipline, demanding attitude to their actions and deeds, respect for the traditions of the Ukrainian people (spiritual health skills);

- Provides physical activity, proper organization of work and rest, involves physical education and sports (physical health skills).

### **Sports and gaming activities**

One of the effective forms of developing health skills and abilities, maintaining a healthy lifestyle during the day are activities used in sports and games.

The objectives of sports and games are to reduce the negative effects of educational overload; increase the level of daily physical activity; teaching students the basics of motor activity.

The value of sports and mobility games is that they include various forms of socialization and health, which are human activity and physical activity.

Adhering to the basic norms and rules, says O. Tymchenko, children gain experience in self-regulation and independent decision-making - self-preservation or self-destruction. In the game, movement, activity and the need to maintain good health are determined by the attractiveness of the rules that give "space of freedom" to players [14].

The health value of games is also that they contribute to the harmonious growth of the student's body; form the correct posture; harden the body; increase efficiency; promote good health. Instead, it is more interesting for children today to play computer and video games than sports and moving games in the open air, which significantly contributes to the development of cognitive, mental, intellectual abilities of students, but, to some extent, affects affect their health negatively.

Sports games, in our opinion, help to improve the skills of basic movements, developing speed, agility, endurance, strength, and positively influencing the creation of a good mood.

The effectiveness mobile games, relay races, game exercises with different balls and the sport games itself (basketball, volleyball, football, etc.) for younger students is due to considerable emotionality, simplicity, attractiveness (as a game activity). It has the ability to self-dose physical activity; the ability to avoid fatigue, which is achieved by the correspondence between preparedness and load, the lack of high risk of injury due to simplification of the rules of the game, the ability to organize classes without gender differentiation, which is important for this age, low cost of logistics [10].

Teaching these games provides all children with equal rights to master the values of physical culture and each child has the right to choose, provides an opportunity to express their own interests and abilities.

Based on the analysis of psychological, pedagogical and methodological literature, we conclude that the use of sports and moving games in the educational activities of primary school significantly affects the formation of health skills and abilities of younger students, including such as:

- Interpersonal communication, relationship building, cultural behavior, empathy, conflict resolution, teamwork (social health);
- Self-control, self-esteem, critical thinking, decision making, expression of will and perseverance, emotion management (psychological health); display of respect, empathy, conscious discipline, collectivism, demanding attitude to oneself (moral and spiritual health), physical activity, tempering, proper organization of work and rest, healthy lifestyle (physical health).

On the other hand, sports games are not given due attention while studying at a higher education institution. The consequence of this is the unwillingness of future teachers to organize, teach and conduct sports activities in primary school, because they are usually unfamiliar with the methodology of their conduct, the rules of sports games, etc.

Therefore, in the process of learning there is a need to prepare future primary school teachers to carry out sports and games as a health activity.

### **Leisure activities**

An important part of the health care activities of primary school teachers is the organization of leisure activities for younger students.

V. Bochelyuk emphasizes that the use of free time is a kind of indicator of culture, the range of spiritual needs and interests of a particular individual or individual social group. As part of free time, leisure attracts the individual with its irregularity and voluntary choice of its various forms, democracy, and emotional color, the ability to combine physical and intellectual activity, creative and contemplative, production and play.

The scientist concludes that leisure is a set of leisure activities that meet the immediate physical, mental and spiritual needs, mostly restorative in nature. Unlike the natural basis of recovery of human strength, leisure is a specific, social way to regenerate these forces [3].



I. Sechenov emphasized the importance of active leisure. According to him, this type of recreation stimulates the motor function of the body, metabolism, and nervous system. Leisure optimization, the author continues, allows you to maintain the efficiency of the individual, its harmonious development, maintaining its health [11].

Researcher Z. Petrova notes that leisure is a socially oriented positive activity of a creative nature in the context of free time, which is not regulated by certain tasks external to the individual. Leisure, the author continues, allows a person to assert his true nature. The tasks of leisure activities, in her opinion, are the development of spiritual and creative potential of the individual, aesthetic feelings, and his physical education [9].

As we can see, almost all scholars agree that the leisure of students should be organized and promote active recreation for the development of their creative abilities, involvement in the cultural values of society. Instead, none of them defines the role of leisure in maintaining good health.

K. Ushinsky stressed the expediency of preparing a teacher for the organization of socially useful recreation for children, emphasizing that leisure time must be full of activities that promote the development of the child: without work in the hands, without thought in the head, because it is in these moments that the head, heart and morals deteriorate "[13, p. 52]. Another prominent teacher, V. Sukhomlynsky, held a similar opinion. He considered that it is necessary to train teachers to ensure healthy leisure activities for students.

In particular, he stressed the need for teachers to organize the child's physical activity (work, excursions, walks in the fresh air), arguing that health flows into the child's body as a life-giving source when the child rests after work [13].

In view of the above, we conclude that in the course of training of future primary school teachers, special attention should be paid to their preparation for the organization of leisure activities of younger students, which will promote the development of health skills and abilities that are the basis for maintaining and strengthening all components of health.

### **Environmental activities**

Another type of health-preserving activity in primary school is ecological, which is aimed at forming the ecological culture of younger students.

Note that the formation of ecological culture, harmonious relations between man and nature is one of the main areas of national education, due to many causes and especially the consequences of the Chernobyl disaster, high levels of radiation and chemical pollution.

In view of this, the task of primary school is to form in younger students a sense of responsibility for nature as a national and universal value.

According to O. Kozmenko, the transition of public consciousness to the understanding of the need to ensure mutually consistent, harmonious development of society and nature requires a new system of values in the attitude of man to the natural environment, to life, to himself. Humanization of the content of natural knowledge provided to students, bringing them closer to the sphere of moral norms is one of the priorities in cultivating a sense of national unity of the younger generation [7].

Wildlife has traditionally been recognized in world pedagogy as one of the most influential factors in the education and upbringing of students. Communicating with nature, studying it, children gradually understand the world in which they live: discover the amazing diversity of flora and fauna, realize the importance of nature in human life, its universal value, reveal high feelings and experiences that motivate to care for nature. Nature is the perfect educator, its use for educational purposes allows to solve many pedagogical problems effectively, including the education of national identity, which is one of the most pressing issues for many countries, including Ukraine [7].

According to L. Hafizova, the formation of students' responsible attitude to nature is a complex and long process. Its result should be not only the acquisition of certain knowledge and skills, but also the development of emotional sensitivity, skills and desire to actively protect, improve, ennoble the environment [16].

Carrying out ecological activities at lessons and after school hours, emphasizes O. Bida, forms in students the ability to make environmentally sound decisions, cultivate a sense of love and care for nature, teaches to apply the acquired knowledge in everyday life [2].

Value attitude to nature, says A. Stepanyuk, means awareness of the value of nature, which is determined by the system of worldview knowledge of the individual, life and social experience. This is formed and manifested only in the process of active evaluation, ie the ability to evaluate [12, p. 12].

The formation of such assessment skills in children of primary school age is achieved by studying folk historical experience, traditions of communication with nature, attitude to it [12, p. 12].

In our opinion, environmental activities contribute to the formation of younger students' health-preserving skills and abilities: caring for nature, respect for the Ukrainian people; skills of cultural behavior, working with other people, interpersonal communication; building relationships, showing compassion;

- Skills of self-control, self-esteem, self-awareness, critical thinking; decision-making;
- Skills of motor activity, hardening of the correct organization of work and rest, a healthy way of life.

### **Conclusions**

In view of the above, we conclude that the implementation of educational, sports, games, sports and games, leisure and environmental activities in primary school contributes to the preservation and strengthening of individual health of primary school children and involves the formation of appropriate health skills and abilities.

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## **PREVENTIVE ACTIVITY OF A FUTURE TEACHER AS A PARADIGM OF PROFESSIONAL GROWTH**

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### **Abstract**

The author in his article "Preventive activity of a future teacher as a paradigm of professional growth" tries to solve the problem of training future teachers on the basis of educational preventive activities as part of professional growth. Analysis of school practice shows that pedagogical activity is a complex process that involves not only the presence of a certain set of professional knowledge, skills, abilities, but also the presence of a set of personality qualities that meet the specifics of work. Therefore, it is advisable to take a comprehensive approach to the study of the peculiarities of pedagogical activity, its consideration as a holistic phenomenon.

**Keywords:** activity, education, training, education, development; pedagogical, educational and preventive activities.

### **Formulation of the problem**

In the conditions of democratization and humanization of modern society, further improvement of the quality of pedagogical training, the problem of reproduction of educational pedagogical activity, introduction of best practices, pedagogical creativity and innovations of educational work becomes especially relevant. This problem has troubled many scientists since

ancient times.

### **Connection of work with important scientific and practical tasks**

The concept of "activity" was developed in philosophy. In his works, Hegel described the general schemes of activity and its development in the processes of human transformation of nature and himself.

In the 1920s, the theory of activity was developed by B. Ananiev, L. Vygotsky, V. Davydov, O. Leontiev, S. Rubinstein, and others.

Activity is a "unit of life", according to Leontiev, "mediated by mental reflection, the main function of which is that it orients the subject in the material world" [2, p. 109]. In the structure of activity, the scientist identifies elements: needs, motives, tasks, actions, operations that determine its specificity and content.

S. Rubinstein considered activity as the unity of "external and internal", consciousness and activity, their relationship and interdependence. "... Human activity - he wrote - determines the formation of his consciousness, and the latter, regulating human activity, is a condition for its adequate implementation" [4, p.174].

O. Anisimov, defining the concept of "activity", identifies three aspects that characterize its essence: 1. Any process is an activity; 2. Activity determines the ratio of the process to meet the needs of the individual and the person; 3. Activity involves the ratio of the processes in which a person participates, with the situation of socio-technical nature, the presence of external to the individual requirements for the transformation of reality. The requirement has a social origin "[1].

V. Davydov believed that the analysis and description of any activity is quite a complex process, so many problems of the theory of activity are far from an adequate solution.

**The object of research** is the professional training of specialists in pedagogical higher education.

**The subject of research** is the pedagogical conditions for ensuring the process of professional training of future secondary school teachers on the basis of educational preventive activities as a component of their professional growth.

**The purpose of the study** is to develop and substantiate a system of factors and pedagogical

principles that affect the educational preventive activities in the training of future teachers.

### **Analysis of recent research and publications**

In the pedagogical literature to date there is no effective solution in the interpretation of the concept of "activity". E. Yudin, noting the fact of the lack of an effective way to determine the essence of the activity, notes that "its interpretations are dominated by philosophical and psychological content, but not always pedagogical" [8,c.45-46].

The study of literature suggests that V. Davydov, A. Dusavitsky, O. Leontiev, D. Elkonin connect the essence of pedagogical activity with the change of man in the course of solving his social problems.

### **Presenting the main material**

Pedagogical activity has always been the focus of many researchers. N. Kuzmina, R. Khmelyuk in their works theoretically substantiated the content, structure, forms, and methods of professional and pedagogical activities. Scientists have made efforts to methodologically substantiate and identify ways to study the work of teachers, to study the specifics of the professional development of future teachers in the higher pedagogical school.

N. Kychuk, S. Korchynsky, A. Linenko, O. Tikhomirov, O. Tsokur, A. Shcherbakov and others studied the components of pedagogical activity, determined the set of skills that ensure its effectiveness. F. Gonobolin, L. Kondrashova, O. Moroz V. Slastyonin, A. Shcherbakov and others study the features of pedagogical activity in the relationship and interdependence with the professional development of the teacher's personality. The object of their research is the process of forming the professional image of a teacher, ways of developing his personality, pedagogical abilities and skills.

Different approaches to the study of pedagogical activities have led to different results. Thus, some authors associate the success of teaching with a set of knowledge, skills and abilities that students need to master in high school. Others argue that only a combination of professional personal qualities ensures the effectiveness of teaching.

Analysis of school practice shows that pedagogical activity is a complex act that involves not only the presence of a certain set of professional knowledge, skills, abilities, but also the presence



of a set of personality qualities that meet the specifics of the teacher's work. Therefore, many scholars say the need for a comprehensive approach to the study of pedagogical activities, considering it as a holistic phenomenon. Thus, S. Vershlovsky, L. Lesokhina, T. Shadrina, A. Khodakov consider pedagogical activity from the standpoint of personal involvement of the subject. They emphasize the formation of socio-professional orientation, the propensity of future teachers to work as teachers.

V. Slastyonin believes that not every activity meets social expectations and successfully fulfills the social order for the preparation of morally and spiritually rich, creative personality. Functional study of pedagogical activity does not allow to identify the optimal conditions for its effectiveness. A holistic view of its nature can be obtained on the basis of systems analysis. "Methodology of systems analysis determines that pedagogical activity is considered as a holistic object of research, provided that the main attention is paid not to its individual elements, but to the relationships that construct the system of activity and without which it breaks down into a number interconnected parts, different types of functional activities of the teacher" [6, c.79].

The essence of pedagogical activity is considered from the standpoint of an effective approach. The nature, content, basic characteristics of pedagogical activities are determined by the essence of the following concepts: "education", "learning", "development", "pedagogical, educational and upbringing activities".

B. Gershunsky interprets pedagogical activity in a broad sense, highlighting in its structure and content not only activities related to the work of teachers with students, but also research, management, methodological activities. Pedagogical activity is a set and variety of professional situations.

Pedagogical activity is characterized by specific factors, which include: 1) Value-oriented structure, which combines motives, goals and objectives; 2) Conditions of flow; 3) A system of methods and tactics; 4) Planning; 5) Ways of making decisions; 6) Verification of results; 7) Functions; 8) Content; 9) Forms of organization.

The nature of pedagogical activity is determined by three factors: the personal traits of the subject, its own content and bi-direction, because its objects are the personality of the student and the subject.

Pedagogical activity takes place in the pedagogical interaction of teachers with students, is

implemented in specific situations of organization and management of students' knowledge in the educational process. Therefore, the factors influencing pedagogical activity are correlated with:

- a) The nature of the organization of activities;
- b) The nature of the object - the subject relations;
- c) Subject-professional competence of the teacher;
- d) The nature of communication.

Investigating the nature of pedagogical activity, L. Vygotsky, O. Leontiev, V. Shevryov and others consider its important position as a teacher's professional position in solving pedagogical problems. In their opinion, activity is a form of activity, in the structure of which there are goals, actions, and results. Specific features of activity are purposefulness, awareness, structure, and the relationship of external and internal aspects. Actions, as a structural component of activity, are personal. Activity is manifested in the behavior and actions of the teacher, characterizing his professional position, which is formed on the basis of pedagogical experience, and understanding of professional and social goals.

In the process of preparing students for teaching, it is important to teach them to understand the purpose of the teacher, to develop their desire to realize their capabilities and abilities in the professional and pedagogical field, to form their willingness to work creatively in the pedagogical field and systematically improve individually and professionally.

Today there is a need for a systematic analysis of pedagogical activities, which considers teaching as an object of holistic study, rather than its individual elements, the relationships that form the system of activity, are its important indicators.

"Human activity determines the formation of his consciousness, his mental connections, properties, processes, and the latter, regulating human activity, is a condition for its adequate implementation" [5, p.251]. The formative function is performed by the leading activity, because under its influence there are changes in mental processes and psychological characteristics of the individual. There is no development by inactivity - this principle of psychology remains leading in the professional training of future teachers. In order for a student to form certain desires and qualities, he must be involved in specially organized activities. But at the same time the activity must be organized in such a way as to simultaneously demand and develop the qualities that a modern teacher needs. The student, participating in the activity, must be aware of the purpose,

content and attitude to it.

Awareness of the attitude to activity is an important stimulus for the formation of stable personality traits as a subject of activity. Attitude to activity, according to V. Myasishchev, determines the stability of interest, the strength of emotions, and the nature of needs and is a determining factor in the formation of spirituality of the individual. The attitude helps the future teacher to penetrate deeper into the essence of professional activity, to understand its meaning, to be more conscious of it. A person's deep awareness of his attitude to activity gives birth to certain feelings and emotions that stimulate his activity, spiritual needs, creativity.

The relationship between the relationship of the individual and the productivity of its activities is substantiated by many scientists: K. Abulkhanova-Slavskaya, L. Antsiferova, V. Merlin. According to L. Antsiferova, the activity that is perceived by a person as imposed from the outside, far from his interests and aspirations, does not ensure the development of his personality. K. Abulkhanova-Slavskaya believes that the developmental action is only those activities that meet the goals, needs and general values of life, ie a certain attitude of the individual to the activity. The attitude of the individual to the activity is determined by his life position, worldview, values, spiritual needs, professional attitudes. The formation of the attitude and needs of man is determined by the conditions and nature of activity (L. Wenger, A. Zaporozhets, V. Zinchenko, etc.).

In the professional training of future teachers the leading role is played by the attitude of students to the action, the content that this action has for him. The effectiveness of the future teacher's preparation for teaching is not a simple involvement of the student in the activity, but the formation of a positive attitude towards the chosen profession, sustainable professional interests and the need to work creatively in the chosen professional field. No less important is the educational preventive activities of the future teacher.

Preparation of students for pedagogical work involves the study of teaching activities, the requirements it places on the individual, the scope of its application, the conditions of effectiveness of the teacher. Participating in the activity, future teachers see the discrepancy between their own training and the actual activities of the teacher, between the requirements dictated by the teacher's work to the specialist, and the nature of his preparation for independent teaching.

The future teacher must have a clear idea of the structure of pedagogical activity. N. Kuzmina, highlighting the structural components of pedagogical activities (constructive, organizational, communicative, gnostic), argued that each structural link corresponds to a group of work functions, pedagogical skills that need to be developed in students in the process of university training.

A. Shcherbakov, supplementing the structure of pedagogical activity with informational, developmental, mobilization and research components, considered it necessary to form a set of professional qualities in future teachers. He considered the teacher's activity as a complex work in its psychological content, which requires a person to have a strong professional orientation of his personality, strength of knowledge and strong interests, knowledge of the laws of childhood, theory and practice of teaching and education.

V. Slastyonin, considering the teacher's personality as a complex dynamic system, argued that it adequately reflects the structure of pedagogical activity. The effectiveness of pedagogical activities depends on the nature of pedagogical actions, so in the preparation of future teachers it is important to pay close attention to the methodology of action. The content and structure of training in higher education is determined by the requirements of professional activity to mental processes, state, experience, properties and qualities of personality.

## **Conclusions**

Thus, the most important characteristic of the personality of a modern teacher is his ability and willingness to creative pedagogical activity. The creative approach of the teacher to the solution of professional tasks follows from the social order - the preparation of the creative personality and the nature of pedagogical work. V. Sukhomlynsky wrote: "By its very logic, philosophical basis, creative nature, pedagogical work is impossible without an element of research, and above all because every human individuality we deal with is to some extent deeply unique, unique world of thoughts..., feelings, interests. We are talking about creative research, necessary in our work due to the power of its very nature "[7, p.70]. The effectiveness of pedagogical work is directly related to the creative position of the teacher. In his opinion, not every pedagogical work gives positive results, but only one that becomes a creative process, when the teacher does not limit his activities to fixing pedagogical facts and events, imitating other people's experience, but

turns it into a practical situation without taking into account the capabilities and abilities of those with whom he works..

The student must act as a subject of activity (I create myself), directing his own efforts to achieve personal and professional maturity, which will help him to reveal the spirituality, individuality and originality of his own personality.

Professional and pedagogical activity is one of the forms of manifestation of personal activity, and its implementation acts as an internal necessity. The essence of man is manifested in the activity, always individually colored, and is determined by both external and internal relations. The direction and nature of the student's spiritual and professional self-expression and self-affirmation depend on which relations are the main and secondary for her.

Pedagogical activity for the future teacher is a sphere of application of forces, abilities, knowledge, ie polemics of creativity, formation of "I - concept", set of knowledge and judgments about itself which are reflected in features, laws of behavior of the expert. The process of self-awareness as a professional, self-assessment of professional opportunities and abilities, ways and means of improvement and spiritual growth in educational preventive activities are especially important in professional training.

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**FORMATION OF SPORTS (PROFESSIONAL)-APPLIED SELF-  
DETERMINATION OF A HEALTHY LIFESTYLE OF YOUTH WITH SPECIAL  
NEEDS**

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**Abstract**

Our diagnostic study, which was carried out in the Khmelnytskyi Society of Youth with Disabilities (Ukraine), has confirmed the effectiveness of the program of formation of sports-applied self-determination of youth with special needs.

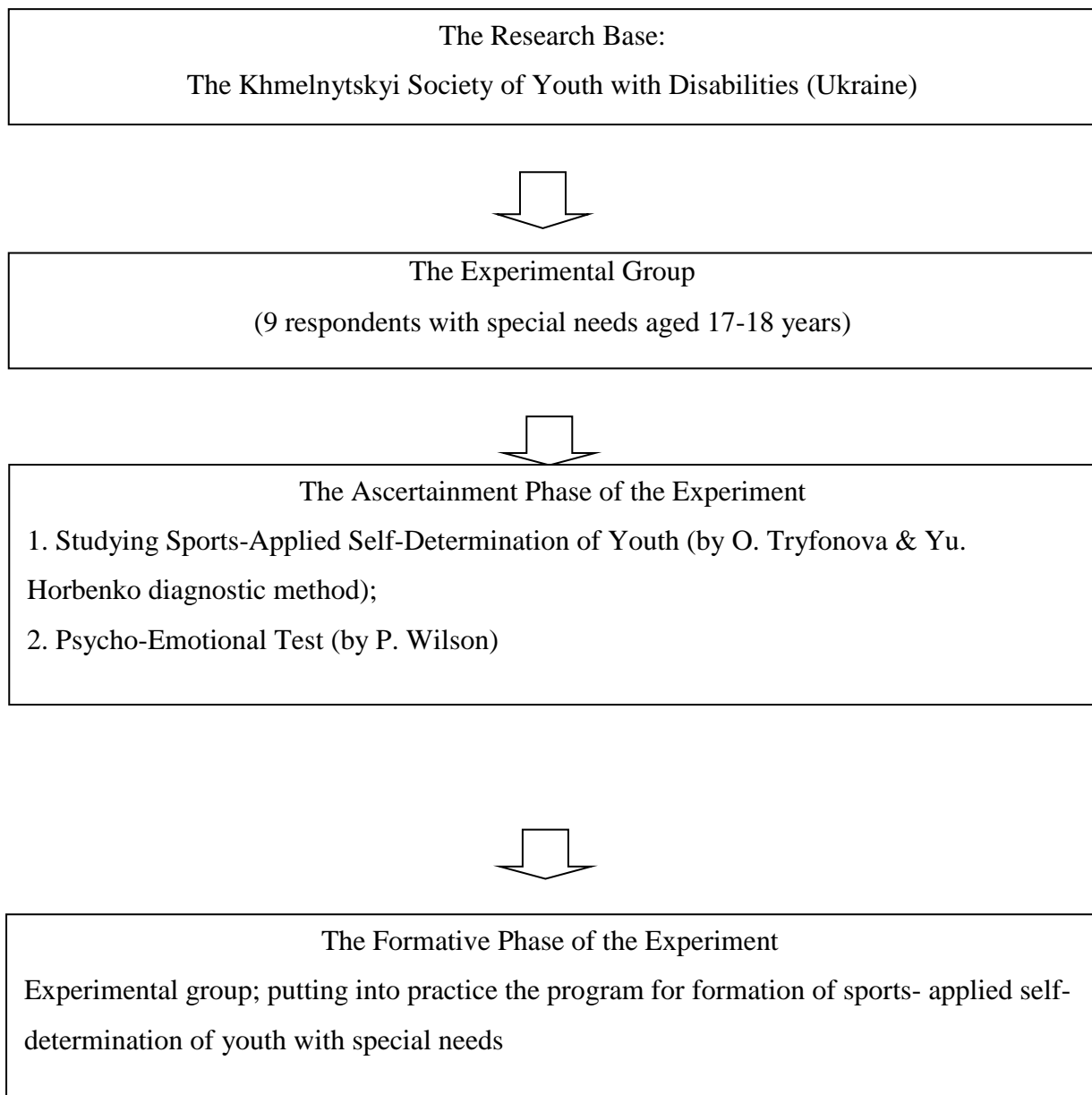
**Keywords:** diagnostic study, youth with disabilities, youth with special needs, sports-applied self-determination.

The stages of the research and experimental work were the following (See Figure 1):

- 1) To determine the research base and experimental group;
- 2) To conduct the ascertainment phase of the experiment;
- 3) To put into practice the formative phase of the experiment by implementing the program of formation of sports-applied self-determination of youth with special needs;
- 4) To diagnose the results of experimental work;
- 5) To identify the dynamics of the results of the experimental group about the phenomenon studied.

Stage 1. Determination of the research base and experimental group

In experimental work, 9 respondents with special needs aged 17-18 years from the Khmelnytskyi Society of Youth with Disabilities were selected as the experimental group.





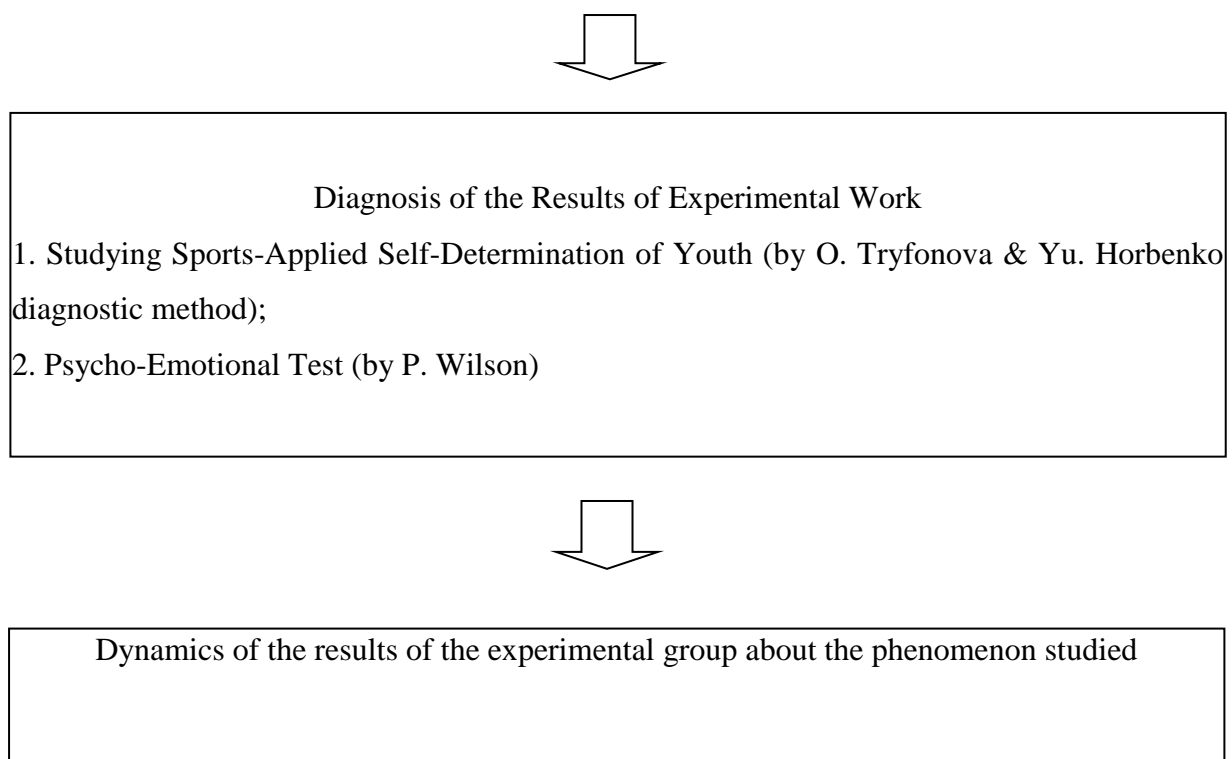


Fig. 1. Stages of experimental work for studying the effectiveness of the program of formation of sports-applied self-determination for youth with special needs

In addition, the Head of the Khmelnytskyi Society of Youth with Disabilities, a social worker, physical rehabilitation specialists, a psychologist, and the respondents' parents were involved in experimental work.

#### Stage 2. Conduction of the ascertainment phase of the experiment

For this stage, we use research methods such as observations, interviews, questionnaires; the diagnostic method of sports-applied self-determination of youth with special needs by O. Tryfonova and Yu. Horbenko [1; 4]; Psycho-Emotional Test by P. Wilson [5].

At the beginning of the experiment, the ascertainment phase allowed us to find out the level and indicators of sports-applied self-determination of youth with special needs. The results obtained from the ascertaining and diagnostic phases were correlated.

The purpose of the diagnosis of sports-applied self-determination of youth with special needs was to clarify the importance of the Khmelnytskyi Society of Youth with Disabilities in the lives of young people with special needs in order to support their sports-applied self-determination.

#### Stage 3. Implementation of the program of formation of sports-applied self-determination of

youth with special needs; the formative phase of the experiment

The stage includes organizational and educational work with various types and forms of its implementation. The socio-pedagogical process of optimization of sports-applied self-determination of youth with special needs was studied. The effectiveness of using the program of formation of sports-applied self-determination of youth in the system of inclusive education was diagnosed. The possibilities of sports-inclusive centers for sports-applied self-determination of youth were substantiated.

During the implementation of the program for formation of sports-applied self-determination of youth with special needs, we focused on the pedagogical orientation of leisure activities that are most popular among young people: the Internet as leisure (personal sports Instagram and YouTube blogs, etc.), thematic evenings, meetings with athletes, round tables, small talks, discussions, etc. [3].

The meetings with famous athletes, understanding of ideals and life plans for sports-applied self-determination contributed to motivation for active self-knowledge and active life [4; 6].

#### Stage 4. Diagnose of the results of experimental work

At this stage, we carried out the re-diagnosis of the attitude towards sports-applied self-determination of youth with special needs using the diagnostic method of sports-applied self-determination of youth with special by O. Tryfonova and Yu. Horbenko; Psycho-Emotional Test by P. Wilson.

Stage 5. Identification of the dynamics of the results of the experimental group about the phenomenon studied

The results of the ascertaining and diagnostic phases of the experiment were compared, generalized and correlated in order to determine the dynamics of sports-applied self-determination of youth with special needs.

Studying sports-applied self-determination of youth with special needs, we specially adapted the questionnaire of O. Tryfonova and Yu. Horbenko for the category of respondents – youth with special needs.

According to the instructions, respondents were asked to express their attitude towards leisure activities in order to establish a relation between such parameters as hobbies, sports hobbies, creativity, interest, and curiosity.

After analysis of the survey of youth with special needs, we scored in related to the concept of comparison with sports-applied self-determination. The sum of the scores was calculated for identifying the level of sports-applied self-determination (See Table 1):

- 20-29 score – high level;
- 10-19 score – sufficient level;
- 3-9 score – satisfactory level.

Table 1 – Assessment of sports-applied self-determination of youth with special needs

Number of Question	Answer options, score		
	a	b	c
1	3	0	1
2	3	0	1
3	3	0	1
4	3	0	1
5	2	0	1
6	3	0	1
7	3	0	1
8	2	0	1
9	2	0	1
10	3	0	1
11	2	0	1

The results of the ascertaining phases show that 10% of respondents among young people with special needs have a high level of sports-applied self-determination, 70% – a sufficient level, and 20% – a satisfactory level. At the stage of diagnosing the results of the work, 20% of youth with special needs have a high level of sports-applied self-determination, and 80% – a sufficient level.

Comparison of the results of ascertaining and diagnostic phases of experimental work confirms a positive trend (See Tables 2, 3, 4).

Table 2 – Dynamics of sports-applied self-determination of youth people with special needs (at the beginning and end of experimental work)

The level of sports-applied self-determination of youth with special needs	Dynamics of research results, %	
	The beginning of the experiment	The end of the experiment
High (20-29 score)	10	20
Sufficient (10-19 score)	70	80
Satisfactory (3-9 score)	20	-

The indicators of dynamics of the results of research of sports-applied self-determination of youth with special needs on separate concepts are defined. We found out the largest changes (+17, +6, +6) among the concepts such as “Sports Instagram and YouTube blog”, “Gaining new knowledge about sports for people with special needs”, and “Try yourself in new sports”, which were partially edited in relation to physical culture and sports, modern means of communication and spread of information. These changes are characterized by the effectiveness of the program of formation of sports-applied self-determination, and professional interests of youth people with special needs.

Moreover, the positive result was influenced by using the modern level of “digitalization” (digital transformation) – a word chosen for hype (intensive advertising, promotion; PR; considerable attention, interest, making a lot of noise around something, etc.). This change in the approach to the processes in society and the relationships between people contributes to the effective professional self-determination of youth with special needs.

Table 3 - Dynamics of the results of studying sports-applied self-determination of youth people with special needs (at the beginning and end of experimental work, with score)

The concept that compared with sports-applied self-determination	Question in a questionnaire	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	Changes of indicators on the concepts
		Sequence number and individual data of questionnaire for youth with special needs																		
		1	2	3	4	5	6	7	8	9										
Read books	1	0	1	0	0	0	0	0	0	1	3	0	0	1	1	1	1	0	0	+3
Start sports Instagram and YouTube blogs	2	1	3	1	3	0	3	3	3	1	3	0	3	3	3	1	3	0	3	+17
Do quizzes	3	1	1	0	0	3	3	0	0	0	0	0	0	3	3	1	3	0	0	+2
Welcome guests	4	0	0	0	1	3	3	0	0	3	3	1	1	0	0	0	0	1	1	+1
Go visiting	5	0	0	1	0	1	1	0	0	3	3	1	1	1	0	0	0	1	1	-2
Gain new knowledge about sports for people with special needs	6	3	3	3	3	3	3	0	3	1	3	3	3	1	3	1	1	3	3	+6

Table 4 – Indicator of individual changes in the results of studying sports-applied self-determination of youth with special needs (at the beginning and end of experimental work)

The level of sports-applied self-determination of youth with special needs		The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	
		Sequence number and individual data of questionnaire for youth with special needs																		
		1	2	3	4	5	6	7	8	9										
High (20-29 score)	3					+	+					+								
Sufficient (10-19 score)	2		+		+			+	+	+		+	+	+	+	+	+	+	+	+
Satisfactory (3-9 score)	1	+		+																
Changes of research results		+1		+1		0		0		+1		0		0		0		0		

The reliability of the results obtained in the process of experimental work was confirmed

using the statistical method of comparing the values of “before and after” G-criterion. The outcomes of experimental work indicate that there are changes in the experimental group. The number of positive changes is 45, and negative change is 4. Consequently, all positive changes are typical. According to the statistical table for typical changes  $n = 45$ , we find the corresponding value of G cr, which for the significance level of 0.05 is equal to 16, and for the significance level of 0.01 is equal to 14. We assume that  $G_{emp} = 4 \leq G_{cr}$  [2].

Therefore, the positive changes that occurred during the formation of professional self determination are not accidental. For this reason, the results of the research and experimental work (sports-applied self-determination of youth with special needs) are reliable (See Table 5).

Table 5 - Reliability of the results of the statistical method of comparing the values of “before and after” G-criterion signs.

Number of changes in the respondents' responses (the experimental group)	
Number of positive changes (typical)	45
Number of negative changes	4
Number of zero change	71
Critical values of G cr	16 ( $p \leq 0,05$ ) 14 ( $p \leq 0,01$ )
Empirical values of G emp	4
Comparison of G emp with G cr	$G_{emp} \leq G_{cr}$
Conclusion	Statistically significant changes

We studied the dependences of the emotional state of youth with special needs on sports-applied self-determination according to Psycho-Emotional Test (by P. Wilson). The test helps us to identify the present and the desired emotional state, to understand their place in society.

Getting pleasure from doing favorite thing, playing sports is reflected in the emotional state of youth with special needs. As a result, we can conclude whether she enjoys doing your favorite thing playing sports, because the emotional state depends on it.

To diagnose the emotional state of youth with disabilities are characterized by the following criteria with the corresponding picture: 1 (1,3,6,7), 2 (2, 11, 12, 18, 19), 5 (9), 8 (10, 15). The total number of the pictures meets the four criteria – 12 (this amount of pictures is taken as 100%).

The level of the positive emotional state of youth with special needs is diagnosed depending

on the amount of the selected pictures, which we transformed into scores:

- 9-12 score is a high level of positive emotional state;
- 5-8 score is a sufficient level of positive emotional state;
- 1–4 score is a satisfactory level of positive emotional state.

The findings of P. Wilson’s Test complement the results according to the diagnostic method of O. Tryfonova and Yu. Horbenko.

The data of the ascertaining phase of the experiment demonstrate that 10% respondents among youth with special needs have a high level of positive emotional state, 80% - a sufficient level, 10% - a low level. At the stage of diagnostics of experimental work, 30% of young people with special needs have a high level, and 70% - a sufficient level (See Tables 6, 7).

The results obtained of the dynamics of the emotional state indicate the effectiveness of the implemented program of formation of sports-applied self-determination.

**Table 6 – Dynamics of the results of the emotional state of youth with special needs (at the beginning and end of experimental work, with score)**

Criteria for identifying the present and the desired emotional state, awareness of their position in society	Number of picture	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	The beginning of the experiment	The end of the experiment	Changes of indicators by criteria
		The sequence number and amount of pictures chosen by youth																		
		1	2	3	4	5	6	7	8	9										
1. You are a purposeful person who is not afraid of any obstacles	1 3 6 7	2	2	1	1	4	4	3	4	3	4	2	3	1	2	2	2	2	2	+4
2. You are a friendly person who will always give any support to your friends.	2 11 12 18 19	4	3	1	3	4	4	2	3	3	4	2	3	2	2	2	3	2	3	+7/-1

Continuation of Table 6 – Dynamics of the results of the emotional state of youth with special needs (at the beginning and end of experimental work, with score)

3. You are a person with a stable attitude towards life, who wants to achieve success without overcoming difficulties.	4																			
4. You are person who often tired and have a small amount of life-force energy.	5																			
5. You are a cheerful person, who loves entertainment.	9	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	+1
6. You are an introvert, who often feel anxiety and avoid close contact with people.	13 21																			
7. You like to immerse yourself in your own world, think about personal problems.	8																			
8. You have a normal adaptation to life; you are in a comfortable state.	10 15	1	1	1	2	1	2	2	2	2	2	2	2	1	2	1	1	1	2	+4



The end of Table 6 – Dynamics of the results of the emotional state of youth with special needs (at the beginning and end of experimental work, with score)

9. You fall into an emotional abyss; you are more likely to tend to internal crisis.	14																			
10. You are a natural leader and you want people to listen to you and nobody else	20																			
Indicator of individual changes		8	7	4	7	10	11	8	10	8	11	6	8	5	7	6	7	6	8	
		-1 0=3	+3 0=1	+1 0=3	+2 0=2	+3 0=1	+2 0=2	+2 0=2	+1 0=3	+2 0=2	+16/- 1 0=19									

Table 7 – Dynamics of the positive emotional state of youth with special needs (at the beginning and end of the experimental work)

The level of positive emotional state of youth with special needs	Dynamics of research results, %	
	The beginning of the experiment	The end of the experiment
High (9-12 score)	10	30
Sufficient (5-8 score)	80	70
Satisfactory (1-4 score)	10	0

The reliability of the results by P. Wilson's test during experimental work was confirmed by the statistical method of comparing the values of "before and after" G-criterion. The findings of experimental work demonstrate that there are changes in the experimental group.

The number of positive changes is +16, and negative changes is 1. Consequently, all positive changes are typical. According to the statistical table for typical changes  $n=16$ , we find the corresponding value of G cr, which for the significance level of 0.05 is equal to 4, and for the significance level of 0.01 is equal to 2. We assume that  $G_{emp} = 5 \leq G_{cr}$  (See Table 8) [2].

Table 8 – The reliability of the results obtained in the process of diagnosing the positive emotional state of youth with special needs was confirmed using the statistical method of comparing the values of “before and after” G-criterion.

Number of changes in the respondents' responses (the experimental group)	
Number of positive changes (typical)	16
Number of negative changes	1
Number of zero change	19
Critical values of G cr	4 ( $p \leq 0,05$ ) 2 ( $p \leq 0,01$ )
Empirical values of G emp	1
Comparison of G emp with G cr	$G_{emp} \leq G_{cr}$
Conclusion	Statistically significant changes

Consequently, the positive changes that have emerged in the diagnosis of the positive emotional state of youth with special needs are significant.

In conclusion, our results of diagnostics confirmed by statistical methods demonstrate the effectiveness of the program for formation of sports-applied self-determination of youth with special needs. The prospect of further research is to identify the professional qualities and personal characteristics of people with disabilities who are engaged in motor and mental activity as well as lead a healthy lifestyle.

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## CONCEPTUALISM OF THE PUBLISHING INDUSTRY

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### **Abstract**

The national economy of sustainable development in transformational conditions depends on an objective information environment, systematic implementation of innovative information and communication technologies, forming the basis for a highly intelligent, educated, culturally centric national society that supports and provides the country's publishing industry.

**Keywords:** publishing industry, intra-industry environment, publishing products, mechanism of economic security, financial and economic independence.

### **Formulation of the problem**

The modern publishing industry has a number of significant difficulties related to the functioning and development of the publishing industry, including the outflow of intra-industry human capital, lack of competency approach to publishing in the international market, gaps in international copyright law, industry development strategies.

A significant positive in the market of publishing products is the revival of national publishing products, the restoration of public interest in Ukrainian authors, Ukrainian-language material and topics.

The study of the intra-industry environment confirms that modern structural and functional transformations in the national economy encourage publishing companies to seek creative and

non-standard ways to solve problems related to the formation of economic security in the intra-industry environment.

**The purpose of the study:** is to substantiate and analyze the theoretical and methodological approaches to the functioning and development of the publishing industry.

### **Introduction**

In the context of the COVID-19 pandemic, it is difficult to predict the full range of future developments in the publishing market, and to provide businesses with reliable protection for their operations. For most industry professionals, the main issues are the timeliness of success of business entities in the publishing industry, compliance with the challenges of the time, the feasibility of changing the traditional paradigms of parallel influence in the publishing industry.

The publishing industry is a fundamental component of the country's information environment, progressive factors in the publishing industry are the use of innovative technologies of printing, design, illustration - this is an opportunity for international cooperation in the publishing market.

Under the influence of quarantine measures in 2020-2021, there is a positive trend in reading and demand for publishing products - a global trend and a significant contribution of actors that increase the popularity of Ukrainian literature in the national and international space. Book fairs, literary festivals, conferences, author events and other information and communication platforms promote publishing products in the industry consumer market.

### **Presenting the main material**

The main determinants in the domestic market are the volume and dynamics of the main types of publishing products in kind. In 2020, the State Archive of Printing of the Book Chamber of Ukraine received and registered 93,422 publications with a total circulation of 1,480,9702 printed items.

Types of publications and number of printed units for 2020:

Books and brochures - 1132886 printed units

Abstracts of dissertations - 94518 printed units

Newspapers - 11,031,085 printed units

Magazines, bulletins, calendars - 437,563 printed units

Music editions - 21,126 printed units

Art publications - 94,677 printed units

Cartographic editions - 4,710 printed units

Text sheets - 1,955,408 printed units

Electronic publications - 1108 printed units

Official publications - 8,171 printed units

Publication edition - 28,450 printed units

The dynamics of printing publishing in Ukraine for the period 2014-2020 confirms the relative instability and cyclicity. The decrease in the number of publications in 2020 by 22.3% was influenced by the unstable situation in the country and the world due to the COVID-19 pandemic.

Sections of purpose of publishing products	Percentage, %
1	2
Scientific publications	17,831
Popular science publications for adults	9,311
Normative and production-practical publications	1,650
Official publications	3,733
Socio-political publications	0,590
Educational and methodical publications	31,913
Literary and artistic publications for adults	19,486
Publications for children and youth	11,161
Reference publications	1,497
Information publications	0,074
Publications for publishers and booksellers	0,021
Bibliographic publications	0,538
Publications for leisure	0,617
Advertising publications. Prospectuses	0,011
Literature of religious content	1,566

(Source: formed by the author on the basis of information from the Book Chamber of Ukraine)

Analytical indicators confirm that the main share by purpose of publishing products in 2020 was concentrated in the following segments: educational and methodical publications - 31.913%; literary and artistic publications - 19.486% and scientific publications - 17.831%.

We emphasize that from 2019, where educational and methodical publications accounted for 29.6%; scientific publications - 20.9%, and literary and artistic publications - 20.4%, there have been structural changes, namely, an increase in the share of educational and methodological literature, and other segments have decreased, indicating consumer interest in this segment of publishing products.

It should be noted that since 2015 there has been a dynamic increase in the volume of publishing products in the Ukrainian language. Thus, in 2019, Ukrainian-language publishing products increased by 28.51%, which indicates an increase in demand for this segment in the consumer market of the publishing industry.

In the national environment, the publishing industry is represented by legal entities and individual entrepreneurs operating in the information and communication space of the country.

The number of subjects of the national economy that carried out publishing activities in the period 2012-2019 is cyclical. In 2019, compared to 2012, it decreased by 4.8%, but over the past three years there has been a positive trend in the increase in the number of businesses in the country's publishing industry.

The majority of the publishing industry is made up of individual entrepreneurs - 64.6%, which is due to the efficient use of economic resources through the choice of an effective taxation system.

Legislative restrictions on the import of "foreign printed products of anti-Ukrainian content" in 2019-2021 had a significant impact on the publishing industry, which led to a sharp decline in the number of publishing products from the Russian Federation. This factor has significantly affected the increase in the number of national economic entities engaged in publishing activities.

In the publishing industry, the indicator of the number of employees is cyclical in 2019 compared to the previous year increased by 3.81%, which indicates the potential for development of the industry.

The study of current trends in the functioning of domestic systems has confirmed that the basis of their development is not only the presence of current and non-current assets, rational use, but

also the state of human capital, which provides effective solutions and enables transition to innovation-oriented economic activity at all levels management.

Human capital in the publishing industry is an intra-industry personalized and integrated resource of socio-economic development of the publishing industry.

The sustainable development of human capital in the publishing industry is influenced by:

- System of educational and professional training of specialists for the publishing industry;
- Intra-industry support of human capital development taking into account the needs of the national economy;
- Issues of labor migration;
- The level of income of the individual and society;
- Green financing and environmental projects of the national economy;
- Social factors of the demographic situation in the national space;
- Transformation of socio-economic infrastructure in Ukraine.

Ensuring the strategy of functioning and development of the country's publishing industry requires systemic forms, methods, models and mechanisms of human resources management. There is a need for a comprehensive, interconnected and focused approach to addressing issues related to the management of human resources in the publishing industry of the national economy, especially in the creation of publishing products that use intellectual and competence work of employees.

In 2019, the number of employees working in the publishing industry was 18,355 people, and in 2012 - 34,286. We emphasize that the dynamics of reducing the number of employees in the publishing industry in recent years has a positive trend, in 2018 was 1.43%, and in 2019 - 0.3%. This indicates the stabilization of the intra-industry indicator, which will help restore the development of the industry.

The main reasons for the decrease in the number of employees in the publishing industry:

- Late or incomplete payments for delivered publishing products or work performed (services provided);
- Occupation of the East and Crimea;
- Termination of activities of legal entities and natural persons-entrepreneurs who created



publishing products;

- Difficult financial and economic situation in most subjects of the publishing industry;

- Poor availability of investment resources, which affects the operating activities of the publishing industry.

Therefore, in order to improve the economic security of the publishing industry, it is necessary to increase investment in human capital, which will provide training and skills, and thus the productivity of employees.

Examining the cost indicators, we note the positive dynamics of growth of personnel costs in the publishing industry in 2015-2019, which indicates an increase in the average monthly nominal wage of full-time employees in the intra-industry environment. Personnel expenditures in the publishing industry in 2019 increased by 16.1% compared to the previous year, but the dynamics of increase is negative. In 2018, the increase was over 24%.

The increase in labor costs in the publishing industry has stopped the outflow of intra-industry specialists and helps to attract new intellectuals who have innovative approaches to the functioning of publishing.

Value added at the cost of production of economic entities of the publishing industry for 2014-2019 reflects the positive dynamics. The average annual increase of this indicator is 10.3%, which indicates an increase in production potential in the intra-industry environment.

The publishing industry, value added at the cost of production of economic entities is formed at all stages of production and technological activities.

Examining the volume indicators, we note the positive dynamics of growth in the volume of products (goods, services) of the publishing industry in 2014-2019, which indicates an increase in operating results and increase its efficiency. In relative terms, the increase compared to the previous year is as follows: in 2015 it increased compared to the previous year by 7.03%, in 2016 - by 24.35%, in 2017 - by 11.69%, in 2018 - by 19.45%, in 2019 - by 18.53%.

The volume of products (goods, services) produced by the publishing industry - individuals-entrepreneurs since 2013 confirms the stable positive dynamics, which indicates their efficiency and interest in the development of the industry.

Examining the indicators, we note the positive dynamics of increase in sales of goods (goods, services) by the publishing industry in 2015-2019, which indicates an increase in sales results in

the intra-industry environment and increase its efficiency. In relative terms, the increase compared to the previous year is as follows: in 2015 it increased compared to the previous year by 10.31%, in 2016 - by 19.11%, in 2017 - by 5.61%, in 2018 - by 28.34%, in 2019 - by 4.65%.

It should be noted that the growth rate of produced and sold products (goods, services) by the publishing industry in 2013-2019 has a significant cyclical deviation. For example, in 2019 the production of goods (goods, services) by the publishing industry increased by 18.53%, and sales - by 4.65% compared to 2018, which indicates problems in the system of intra-industry sales of the publishing industry.

Thus, in 2014-2020 the volume of the market of publishing products (goods, services) is constantly growing, and this trend is due to the influence of factors inherent in modern conditions of national society and the system of state regulation of the publishing industry.

The results of management in the publishing industry are characterized by appropriate instrumental support: operating, financial and investment costs, value added, financial results and profitability, which determine and confirm the competitiveness of business units in the intra-industry environment and visualize the potential of business activity and development.

The recent trend indicates an improvement in the financial results of publishing companies. Due to the growth of the volume of sold publishing products (goods, services) in 2018-2019, the financial result is also increasing, which indicates the restoration of the efficiency of intra-industry activities.

The following have a positive impact on the functioning of the publishing industry in 2019-2021:

- Stability of the socio-political situation in the country;
- Growth of indicators of the level and living conditions of the population;
- Digitalization of processes in the macroeconomic environment of the country;
- Scientific and technical development.

It should be noted that in 2019 the total financial result before tax in the publishing industry increased to 445833.4 thousand UAH, or 53.49%, which indicates the restoration of efficiency of intra-industry activities and business activity, which will contribute to the development of the publishing industry and its economic security. The share of enterprises that made a profit in the publishing industry in 2019 increased compared to the previous period by 19.69%, and the loss of

unprofitable enterprises - decreased by 23.68%.

The trend of 2018-2019 also shows an improvement in net financial results of publishing companies. With the increase in pre-tax financial results in 2018-2019, the net financial result also increases, which indicates the restoration of efficiency and effectiveness in intra-industry activities.

Note that in 2019 the total net profit in the publishing industry increased to 373001 thousand UAH, or 58.47%. This indicates an improvement in the efficiency of intra-industry activities and business activities, which will also contribute to the development of the publishing industry and its economic security. The share of enterprises that had a net profit in the publishing industry in 2019 increased compared to the previous period by 18.22%, and unprofitable enterprises - decreased by 23.41%.

The main synthetic indicator that visualizes the effectiveness of results in the publishing industry is profitability. In 2012-2019, there is a dynamics of profitability of operating and all activities of publishing companies, but in 2019 - the highest indicator of this indicator. It should be noted that the investment and financial activities of the publishing industry are much more efficient than the main one in 2018-2019.

Profitability of operating activities in 2019 is 3.7% and increased compared to the previous period by 9.2 times, and all activities provided profitability at 4.3%.

The profitability of the publishing industry is its profitability and a tool for assessing economic efficiency in the intra-industry environment, which affects the economic security of the publishing industry. The analytical indicator of the profitability of the publishing industry comprehensively reflects the degree of efficiency of the use of financial, material and labor resources in the intra-industry environment.

The proper level of financial and economic condition of the publishing industry is the basic guideline of their economic security and stable effective development. It characterizes the property status of the publishing industry of the national economy, its level of development, creditworthiness, solvency, profitability, liquidity, business activity and economic stability.

Characterizing the indicators of the publishing industry of the national economy, we note that for effective development and economic security requires a modern effective system of institutional regulation and intra-industry management. The stagnation of efficiency tools in the

system of intra-industry management involves the formation of an adaptive functional mechanism of regulation and management, which is aimed at improving efficiency in the intra-industry environment.

The functioning of the publishing industry in 2020-2021 is significantly affected by the COVID-19 pandemic, which has led to negative trends in ensuring the economic security of the publishing industry.

During 2020-2021, the publishing industry is in an unstable condition, respectively, the vast majority of indicators show a downward trend, which visualizes the growing threats to their economic security.

### **Conclusions**

Thus, the process of forming the mechanism of economic security of the publishing industry should contribute to the preservation and development of intra-industry financial and economic capacity, taking into account the goals of sustainable development of the publishing industry and promote financial and economic independence and ability to protect the interests of intra-industry environment.

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