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## THEORETICAL AND METHODOLOGICAL ASPECTS OF THE FORMATION AND IMPLEMENTATION OF STATE POLICY OF PUBLIC ADMINISTRATION, ECONOMIC SECURITY IN THE FIELD OF HIGHER EDUCATION

ТЕОРЕТИКО-МЕТОДИЧНІ АСПЕКТИ ФОРМУВАННЯ ТА РЕАЛІЗАЦІЇ  
ДЕРЖАВНОЇ ПОЛІТИКИ ПУБЛІЧНОГО УПРАВЛІННЯ, ЕКОНОМІЧНОЇ БЕЗПЕКИ  
У ГАЛУЗІ ВИЩОЇ ОСВІТИ

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**Abstract.** *The modern system of higher education in Ukraine has been in a state of reform for more than a decade. And this is not surprising, because education is exactly the branch of life of a civilized society that needs constant renewal and changes. The implementation of reforms in the field of higher education and their effectiveness fully depend on the educational policy that is laid as its basis, on the efforts of the state and of all institutions of a democratic society aimed at their implementation, as well as from the professionalism of managers who will implement these reforms. That is why the creation of a system of training specialists in education policy is an urgent problem of reforming the education management system in Ukraine.*

*The competitive potential of Ukraine can be significantly increased thanks to the development of domestic raw materials and low-tech industries, while the need to ensure Ukraine's economic independence and the global acceleration of scientific and technical progress require, first of all, the improvement of the quality of professional and technical training of employees.*

*Considering the national policy in the field of education as part of the state public policy, it is about providing a set of theoretical ideas, goals and objectives, practical steps for the development of education and development. Functions and functions of education as an integral part of national policy, modern researchers Today, the state plays the main and decisive role in the development of unique ways of education (legal, administrative and economic), takes an active part in the management of the educational process.*

*The national policy of Ukraine in the field of higher education is based on constitutional norms. International agreements; Strategic documents for the development of education (concepts, doctrines, programs, etc.); Legislative act; Decisions and orders of the parliament and the head of state. Decision of the highest executive body; orders and orders of the central administrative body of the state regarding the exercise of leadership in such areas as education.*

**Key words:** *industry of higher education, theoretical aspects, regional administration, management, regional structure, economic security.*

### Introduction.

According to the national doctrine of education development, the goal of the national education development policy is to create conditions for personality development and creative self-realization of all citizens of Ukraine, effective work and study. capable of supporting and promoting the values of national culture and



civil society. And as an integral part of the European and world community, it strengthens sovereignty, independence, democracy, and the socio-legal state. This doctrine emphasizes the need to manage the material, financial, human and scientific resources of society and the state to ensure the quality of education, which is "determined on the basis of state education standards and public evaluation of educational services".

Achieving the targets stipulated by the Draft Law of Ukraine "On the Strategy for the Sustainable Development of Ukraine until 2030" provides for the transition to an innovative, socially oriented type of economic development of the country. In these conditions, investments become the main source of economic growth [5, p. 236–237].

To make investments, investment resources are needed, representing all types of financial assets that are involved in making investments in investment objects.

They are transformed into an object of investment activity, which gives rise to the implementation of the investment process, which, in turn, determines investment activity, which characterizes the intensity of attraction of investments in fixed capital. The region has certain natural, material, and financial resources that form the investment potential of the region. Investment potential and risk factors determine investment attractiveness, which is assessed by two parameters: investment potential and investment risk. The potential shows what share the region occupies in the all-Ukrainian market, the risk - what the scale of certain problems in the region may turn out to be for the investor [1, p. 13–21].

Research on investment theory has shown that investments are directed either to physical capital, or to human capital, or to the knowledge sector. A review of the existing interpretations of investments shows that there is no single definition of this concept, however, all authors agree that investments are one of the most important tools of the country's economic growth, and their management is one of the urgent tasks of the national economy.

Investment policy is an investment management tool, the model of which depends on the chosen economic theory adapted to the current stage of socio-economic development of the territory. It is the basis of the transition to an innovative path of development [6, p.231-242].

### **Main text.**

Ukraine's desire to join the European Union was to build an open democratic society, prepare for membership obligations and implement economic, political and other standards approved by the European Council in June 1993. It was directly related to the meeting. An important priority is the development of a democratic, legal and social state, implementation of strategic integration into the European Union, comprehensive political, economic and legal space of Ukraine in Europe.

Ensuring integration and establishment of European values and standards as an institutional environment for a living community in Ukraine. Remember that a community is a specific community of citizens of Ukraine, united by the fact that they live together with a certain territory in common interests and communicate to meet public needs. The formation of an independent and competent social community in Ukraine is a close and intimate relationship where its members will be able to



effectively protect their rights and interests by participating in regional issues. communities that together create a system.

Education reform in the context of political, legal and socio-economic reforms in all regions of Ukrainian society, meeting the needs of the individual in higher education and protecting the rights and freedoms of citizens in these regions of higher education management. of the process in this area, which determines the role and place of state administration in the management of the modern educational process, which is necessary to increase efficiency. And according to experts, most modern researchers, most of the problems that arise in the modern education system of Ukraine are related to the lack of quality management of relevant relations with the public.

Education administration in the most general form can be defined as a specially organized activity of public administration aimed at ensuring the proper functioning of the higher education system in accordance with the goals and objectives of educational policy. Educational activity is aimed at the development, adoption and implementation of educational, social, material and technical and organizational, control, coordination and other measures used for the formation of human resources for the proper functioning and development of education [2, p. 59–65].

In Ukraine, education management is carried out through such state bodies as the Ministry of Education and Science of Ukraine, other central state bodies and local self-government bodies that are subordinate to educational institutions.

The elements of higher education direct the educational process of educational institutions to meet state needs, education of consciousness, patriotism, competitive, competent and responsible professional society and the needs of the labor market.

The main functions of national regulation of educational activity in modern administrative science include: Development of strategic and tactical tasks and priorities. According to social values; creation of a legal framework for the functioning of the educational services market. Ensure the quality of educational, financial, social, stimulating, coordinating, as well as organizational, motivational and administrative functions [3, p. 34–39].

Signs of administration in the field of higher education are:

- 1) Regulation-Regulation of the relationship of the educational process (education, development, professional, scientific and general cultural training of participants).
- 2) Collective - manifested through the collective activity of civil servants, directors of educational institutions, teachers.
- 3) Perseverance-Coordination and regulation of educational institutions continuously.
- 4) Mandatory-influential relations in the field of education, subordinates and forming the will of participants.
- 5) Pedagogical management mechanisms are focused on creative and innovative development of education, humanization and democratization.

Therefore, the administration of higher education is regulated by the norms of administrative law to regulate legal relations related to the process of acquiring (acquiring) knowledge, abilities and skills to achieve the level of public education,



namely administrative activity. Administration in the field of higher education has interconnected elements: legal norms that regulate education and determine the direction of its implementation in various educational institutions, as well as the organizational structure of state institutions. Includes elements of education, logistics, etc. Full responsibility for the management of the Ukrainian educational process [4, p. 9–22].

### **Summary and conclusions.**

One of the priority directions of Ukraine's development is the direction of European integration. The implementation of the European development vector of Ukraine involves appropriate democratic transformations in all spheres of social life, including in the sphere of higher education. The accession of Ukraine to the Bologna Process requires restructuring and improvement of the higher education management system in order to direct the Ukrainian education system to the achievement of the modern European level.

The accession of Ukraine to the Bologna Process requires restructuring and improvement of the higher education management system in order to direct the Ukrainian education system to the achievement of the modern European level. The process of reforming the Ukrainian education system as a dynamic and flexible system of diplomas can meet the changing needs of people, society and the labor market and provide sufficient potential for the training of properly qualified specialists. Levels and profiles should be based on the principles of creation.

In view of four conceptual approaches to the formation and implementation of regional investment activity, from the standpoint of achieving the goal of the research, the author's interpretation of the definition "regional investment activity" is proposed. Regional investment activity is an integral part of the regional policy, which provides for a system of purposeful and scientifically based measures carried out by the legislative and executive authorities of the region to create a favorable investment climate, activate and stimulate investment processes in the region, on the transition to an innovative path of development that takes into account peculiarities of territorial development, which ensures the achievement of strategic goals.

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**Анотація.** Сучасна система вищої освіти в Україні вже не один десяток років перебуває у стані реформування. І це не дивно, адже освіта – це саме та галузь життя цивілізованого суспільства, яка потребує постійного оновлення та змін. Реалізація реформ у сфері вищої освіти та їх ефективність повною мірою залежать від освітньої політики, яка покладена в її основу, від зусиль держави та всіх інституцій демократичного суспільства, спрямованих на їх реалізацію, а також від професіоналізм керівників, які втілюватимуть ці реформи. Саме тому створення системи підготовки фахівців з освітньої політики є актуальною проблемою реформування системи управління освітою в Україні.

Конкурентоспроможність України може бути суттєво збільшена завдяки розвитку вітчизняної сировини та низькотехнологічних виробництв, а потреба забезпечення економічної незалежності України та глобальне прискорення науково-технічного прогресу вимагають, насамперед, удосконалення якості професійно-технічної підготовки працівників.

Розглядаючи національну політику в галузі освіти як частину державної публічної політики, йдеться про забезпечення комплексу теоретичних ідей, цілей і завдань, практичних кроків щодо розвитку освіти та розвитку. Функції та функції освіти як невід’ємної частини національної політики, сучасні дослідники Сьогодні держава відіграє головну та вирішальну роль у розвитку унікальних шляхів освіти (правових, адміністративних та економічних), бере активну участь в управлінні навчальним процесом.

Національна політика України у сфері вищої освіти базується на конституційних нормах. міжнародні договори; Стратегічні документи розвитку освіти (концепції, доктрини, програми тощо); Законодавчий акт; Рішення та розпорядження парламенту та глави держави. Рішення вищого органу виконавчої влади; накази та розпорядження центрального адміністративного органу держави щодо здійснення керівництва такими галузями, як освіта.

**Ключові слова:** галузь вищої освіти, теоретичні аспекти, регіональне управління, менеджмент, регіональна структура, економічна безпека.