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## PERSPECTIVES OF ECONOMIC DEVELOPMENT OF UKRAINE UNDER GLOBALIZATION AND ETHNOGRAPHY CONDITIONS

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Eurointegration is a civilized choice of Ukraine, this is one of the main requirements of citizens in the system of foreign policy priorities, where Ukraine occupies a special place. For Ukraine, European integration is a way of modernizing the economy, overcoming technological backwardness, attracting foreign investment and new technologies, creating new jobs, improving the competitiveness of the domestic commodity producer, entering the world markets, first and foremost into the European Union (EU) market, as an integral part Europe [1].

In general, Ukraine's relations with the EU were launched after Ukraine gained independence, and for the first time there was a call by the European Union to support Ukraine with open dialogue and open relations with the EU member states.

Ukraine's position on the European Union was formed for the first time at the legislative level in the main directions of Ukraine's foreign policy, which was approved by the Verkhovna Rada of Ukraine on July 2, 1993. Since then, Ukraine has begun to gravitate towards the European integration association, and from that moment on tried to join the EU, we see these efforts to this day. In recent years, Ukrainian society has changed significantly, in particular, changes have occurred in the spiritual, cultural and political values that evidently evolved. At the same time, the issue of confronting values in the Ukrainian society is becoming more and more relevant. European values – democracy, tolerance, human rights – are opposed to the post-Soviet worldview [2].

Thus, the values of Ukrainian society have caused the removal of Ukraine from the post-Soviet countries towards the European Union. European integration and EU membership are a strategic goal of Ukraine, because it is the best way to realize national interests – building an economically developed and democratic state, strengthening positions in the world system of international relations.

For Ukraine with an insufficient level of economic development, international economic cooperation leads to the emergence of wider opportunities to use its own innovative potential, the achievements of science and technological progress of other countries.

In the conditions of economic globalization in Ukraine it is extremely necessary to create a financial market, which will be the main mechanism of transformation of deposits into investments, redistribution of capital and ensuring transparency of financial flows. To this end, it is necessary to significantly improve the efficiency of the state financial policy regarding the development of the securities market, commodity market, collective investment market, supervision and control over the investment of pension accumulation in the framework of compulsory retirement provision of the population of Ukraine [3].

Effective economic policies are based on complex institutions, such as the budget system, the stock market, insurance companies, etc., the development of which not only reduces risks, minimizes transaction costs and promotes optimal allocation of resources, but also provides the formation of adequate modern conditions of the institutional structure of the financial system of the state. In order to increase the efficiency of complex institutions and prevent institutional breaks, it is necessary to use these institutions and manage the process of their adaptation to the requirements of globalization and European integration.

Taking into account the results of the analysis of foreign experience, it can be stated that developments in the financial, economic and social development of individual states are increasingly influenced by integration processes, globalization and the internationalization of economic ties. The specificity of economic cooperation of the developed countries is a high motivation of business entities, powerful financial institutions in expanding the markets for high-tech products, diversification between different countries and investment in order to expand markets.

European integration of economic directions of Ukraine's development contributes to the expansion of the areas of application of advantages in the division of labor and, taking into account the global nature of modern technologies, the internationalization of economic activity [4].

For Ukraine, European integration is a way of modernizing the economy, overcoming technological backwardness, attracting foreign investment and new technologies, creating new jobs, increasing the competitiveness of the domestic commodity producer, and entering the world markets.

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