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CURRENT TRENDS OF PUBLIC MANAGEMENT IN THE MODERN WORLD: ECONOMIC AND ORGANIZATIONAL ASPECTS

Abstract. The determination of relevant trends in economic and organizational aspects of public management of society is conditioned by the global character of economic, social, and cultural changes, the spread of new technologies during the IV international revolution, the crises associated with the pandemic of coronavirus, hybrid wars, trade wars, leadership struggle in the global and local scale and other problems of the world and local sort. The article uses the review of publications devoted to the further development of society to actualize the utilization of approaches to the progressive capitalism outlined by J. Stiglitz and the solidary civilization as the purposeful tendencies for the economic and organizational principles of the system of public management. The article ascertains that management of the further development of society requires a modern scientific argumentation and scientific support with the help of the development of the special scientific theory – the theory of public management. The directions of public management in the economic, institutional, social, cultural, and political spheres are proposed considering the stated tendencies in the formation of modern civilization.

It is proved that finding an effective consensus between public authorities, entrepreneurs and the general public occupies a special place for economic development and implies that:

- all types of public activity must be consistent with the peculiarities of modern civilizational development of the country;
- economic interests of society should be an unconditional value in the search and implementation of management decisions that are formed in the constantly updated conditions of the country's development.

In today's world, social transformation processes in the field of public administration require active theoretical argumentation and appropriate scientific support in order to make and implement socially important decisions on economic, social and cultural issues.

Keywords: economic and organizational aspects, sustainable economic development, public management, public sphere, society, digital world, public consensus, progressive capitalism, solidary character of relations.

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ПРОВІДНІ ТЕНДЕНЦІЇ ПУБЛІЧНОГО УПРАВЛІННЯ В СУЧАСНОМУ СВІТІ: ЕКОНОМІКО-ОРГАНІЗАЦІЙНИЙ АСПЕКТ

Анотація Визначення відповідних тенденцій економіко-організаційних аспектів формування публічного управління суспільством зумовлене глобальним характером економічних, соціальних, культурних змін, поширенням нових технологій, під час IV міжнародної революції, кризами, пов'язаними з пандемією коронавірусу, гібридними і торговими війнами, боротьбою за лідерство у глобальному і локальному масштабах та іншими світовими і регіональними проблемами. Проведено огляд публікацій, присвячених подальшому розвитку суспільства для актуалізації використання підходів до прогресивного капіталізму, окреслених Дж. Стігліцом, і солідарної цивілізації, як цілеспрямованих тенденцій формування економіко-організаційних засад публічного управління. Констатується, що управління подальшим економічним розвитком суспільства вимагає сучасної наукової аргументації та підтримки за допомогою розроблення спеціальної наукової теорії — теорії публічного управління. Запропоновано напрями публічного управління в економічній, соціальній, культурній, інституційній і політичній сферах з урахуванням проаналізованих тенденцій становлення сучасної цивілізації.

Доведено, що знаходження дієвого консенсусу між органами публічного управління, підприємцями і широкими колами громадськості займає особливе місце для розвитку економіки та передбачає, що:

– усі види публічної діяльності повинні бути узгоджені з особливостями сучасного цивілізаційного розвитку країни;

– економічні інтереси суспільства мають бути безумовною цінністю під час пошуку та реалізації управлінських рішень, які формуються в постійно оновлюваних умовах розвитку країни.

У сучасному світі суспільні трансформаційні процеси у сфері публічного управління потребують активної теоретичної аргументації та відповідної наукової підтримки з метою ухвалення та реалізації суспільно важливих рішень з економічних, соціальних і культурних проблем.

Ключові слова: економіко-організаційні аспекти, сталий розвиток економіки, публічне управління, публічна сфера, суспільство, цифровий світ, суспільний консенсус, прогресивний капіталізм, солідарний характер відносин.

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Introduction. The development of human civilization has a global character. Its tendencies and paces, the spread of the harbingers (forerunners) of the IV world revolution become the hostages of the situation with the coronavirus pandemic that essentially affects the world and national economies, political, economic, and cultural relations, changes the style of living for

humanity and all humans, labor and personal relations with people. These processes are followed by the expansion of the hybrid wars, new armament drives, trade wars, the leadership struggle on the world and regional scale.

The risks of the intensification of the geopolitical standoff, nationalism, economic isolation, internal domestic social problems, the need for protection of citizens and national manufacturers and as a result the impoverishment of the population, the deceleration (decrease) of the economic growth, the deterioration of the social status of the population and the strengthening of the political confrontation are essential for the development of the civilization.

The further development of the world civilization is directly related to the character of changes in the national societies, their ability to provide the fair character of economic and social relations and thus the level of life and well-being perceived by national societies.

In these conditions, the actualization of directions of development and influence of economic and organizational aspects of public management is a scientific and practical problem for the countries of the world and the states of the transitional period, especially Ukraine.

Research analysis and problem statement. The problems of the civilizational development of society are depicted in the works of D. Bell [2], G. Kissinger [7], R. Osborn [10], K. Polanyi [11], J. Stiglitz [18], A. Toynbee [15], S. Walt [21] and others.

A determining contribution to the scientific and practical support of public management, public policy, and public sphere is done by the researches of foreign (A. Gor [5], D. Osborn [20], F. Tompson [22], and other) and Ukrainian (V. D. Bakumenko [1], P. P. Guy-Nyzhnyk [3], V. M. Geets [4], A. A. Gritsenko [6], V. M. Martynenko [9], O. M. Rudenko [12], O. I. Soskina [13], E. V. Hlobystova [14], O. V. Chervyakova [17], and other) scientists.

The quintessence of actualization of modern principles of ruling the world and every separate country can be found in the forecasts of the directions of civilizational development of the 12 leading world thinkers in the article from the journal Foreign Policy [19].

The studies of the mentioned authors prove that the civilizational basis of society for each country has its own specialties, which are caused by historic, economic, political, social, and cultural specialties.

The vector of the system of modern organizational and economic aspects of development of public management according to the tendencies and directions of the development of the civilization is relevant for the development of Ukraine as for the future full-fledged competitive partner in the world space.

The purpose of the article lies in the actualization of modern and promising directions of the functioning of the socio-economic aspects of public management in modern conditions of the civilizational development for countries of the transitional period such as Ukraine. The following objectives will be used to finding the solution for this purpose:

- the concretization of the main directions and tendencies of the development of scope of financial instruments for improvement of modern civilization as the determining factors for the system of public management of society;
- the formulation of the main directions of influence of the public management on the development of the economic sphere and its components.

Results of the research. Concretization of the Main Directions and Tendencies of the Development of Modern Civilization as the Determining Factors for the System of Public Management of Society

The modern economic and socio-political and thought during the research of global problems uses a civilizational approach. Globalization processes imply the spread of this approach to the inter-state associations and relations between the countries and the processes of public management of international, national, regional, and local levels.

An English theorist I. Wallerstein determines civilization as a specific concentration of the worldview, customs, structures, and culture either material or spiritual, which forms a certain historical value and exists close to the other types of this phenomenon, even though it does not always happen simultaneously [23].

The recognition of freedom for individuals, institutions, organizations, the developed system of law that regulates all the spheres of public life and a political system that provides the presence of compromises for finding the solution of problematic questions are common for the democratic rule-of-law social states. The realization of the limits for giving this type of economic, political, ideological, or administrative authority that allows putting personal interests and views higher than the interests and views of the society is also impossible in such democratic countries. These characteristics belong to the features of the solidary civilization [3].

In response to these challenges, the Nobel laureate J. Stiglitz proposes the implementation of progressive capitalism, which bases on the next four postulates [18].

The first one — the renewal of the balance between the market, the government, and the civil society. Problems caused by the market (the growing inequality and as a result social injustice, financial instability, a degradation of the environmental problems) have to be neutralized with the help of regulations from the side of formal institutions, in other words, with the engagement of the system of public management.

The second one — the acknowledgment that «the wealth of nations» is a result of scientific researches and social organization. The second of these factors has to create the conditions for the public consensus about the work for the common good. The establishment of the public consensus, the integration of the interests of the community, in other words, «the interests from below» meets the main purposes and principles of public management.

The third one — the opposition to the concentration of the market power. The manifestation of the natural, administrative, and economic (agglomeration) monopoly and monopsony, the provision of competitiveness is contingent on the necessity of regulation of the market mechanism from the side of society that can be organized by the multilevel system of public management.

The strength of the market power lies in the ubiquitous material interest of public subjects. Its effect on society is controversial. From the means of conducting a public political will, it turns into the dominant for the community force, especially in the conditions of limited material resources and concentration of the major part of the societal wealth in the hands of the group of owners. The two means that can be used against the absolute power of the market are the government and democracy. That is exactly why the regulation of economic relations on the basis of consensus of the concerned parties can be conducted on the terms of public management.

The fourth one — the break of the connection between economic power and political influence. «The progressive and capitalistic reforms should begin with the reduction of the impact of money in the political field and the decrease of inequality», mentions J. Stiglitz [18]. This postulate can be realized only in the condition of the effective functioning of the system of progressive capitalism.

The implementation of postulates of progressive capitalism, formulated by J. Stiglitz, should be followed with the balance of economic and social development and, as a result, the social justice, effective influence of civil society on the complex (with the integration of effects on the components of the public sphere and their consequences) management for the purposes of the common public wealth, the provision of realization of basic democratic principles of society, etc.

The formation and the realization of the public consensus has a special place for the development of economy and society. In modern conditions, the provision of the economic development needed for the consensus has to match the next criteria:

- all the kinds of public activities have to be agreed with the system of patterns of this (or concrete) stage of the general civilizational development;
- the economic interests of society in the general civilizational and national development are an unconditional value during the search and the realization of the public consensus that is being developed in the constantly updates conditions of development;
- the modernized (transformational) processes have to be oriented on the national achievements and traditions, spiritual values, saving the national specifics of the public development in the context of changes of globalization processes.

In the modern world, public economic transformational processes require a proactive theoretical argumentation and relevant scientific support that has to take into account the general civilizational patterns, national specifics, economic, political, cultural, and other features of this phase of development and, as a national benchmark, unite nation and government in the visions about the perspective and the goal of this development.

The system of management that is focused on the consolidation of society, formation, and realization of solidary frameworks of public relations is essential for the formation and realization of the transformational processes. This system can also create guarantees of wealth, economic and social security of all categories of population and the competitiveness of the state, regions, territorial and other human unions.

It is logical that in modern conditions the determination of the direction of further development of societal management should be based on the frameworks of the special scientific theory of public management.

The Directions of Public Management of Economic Sphere Components. The modern development of scientific knowledge, which is special, coincided with the management of societal development, is characterized by consistency, complexity, and interdisciplinarity of research, the main feature of which is high social and practical orientation.

Taking into consideration all the references, the object of the special scientific theory of public management is the implementation of the set of rational (programmed and selected by the concrete characteristics from the possible taking into account the condition of the external and internal environments) impacts on the functioning and development of human collectives on the basis of the program of management and information about the behavior and the condition of the object of administration, aimed at the support, improvement, and development of the object of management for the achievement of the predefined set of goals that are adequate to the values of the collective of people.

The world social practice of the beginning of the XXI century demonstrates the lack of culture in the context of civilizational development [16; 25]. Exactly the culture has to decide such tasks of the public development as the formation of the level of public consciousness that can avoid disrespect to every person, promote the development of individuality and personal responsibility for the development of groups of people of different levels, the rise of spiritual needs of people; the provision of all categories of the population with the newest reliable social, scientific, and technical information; the formation of the healthy moral climate the provision of the effective utilization of the material base of society, the solution of the ecological problems and the guaranteed provision of life-sustaining activity of further generations of humanity.

Public management in the sphere of culture should provide:

- the rise of the level of awareness of society about the importance and usefulness of culture for social life;
- the formation of social consciousness of involvement and responsibility for the development of the world civilization and the creation of favorable conditions of development of the national culture and individuals;
- the implementation of the codex of the cultural sphere, the main leitmotif of which should be the provision of freedom of expression of all the sectors of culture and the policy of support of the cultural sphere;
- the spread and the development of the network institutional system of the cultural sphere that consists of the number of important social institutions that realize the cultural needs, carry out the cultural activity, include the manufacturing and consumption of cultural goods, giving its components (institutions of education and science, art and artistic culture, information, reproduction, and broadcasting of artworks, sport, mass entertainment facilities, etc.) network character [8].
- the formation and provision of the effectiveness of functioning for the organizational and economic mechanism of cultural management that will not only allow giving a powerful impulse to the development of this sphere but will also allow the intensification of its influence on the person, create predispositions for the fundamental socio-economic transformations in society;

- the enforcement of all the provisions of general and institutional cultural policy on the regional and local levels taking into account the civilizational values;
- the provision of integrity for the regional policy in the cultural sphere and the rapid development of the sphere of culture in the regions with fast population growth and also in the regions with a high level of out-migration, etc.

Actually, the goals of the increase of social wellness, the development of social and cultural spheres in the community can be interpreted as the directions for public development only owing to the extent of the political sphere. In other words, the maturity of democratic traditions, the structure of the political system and its real ability to present the consolidated interests of society.

The main mission of the public management of the political sphere can be determined as the harmonization of interests of members of society that contradict each other and the cohesion of society for the achievement of common aims. This means that «the common aims for society are those that guarantee its existence and harmonious development, which can be achieved only with the help of solidary engagement that is based on the idea of justice» [3; 26].

From the point of view of public management, the social sphere consists of the integral, matrix summation of political structures, relations, activities, and consciousness that affects the directions and purposes of the development of society, processes of management and are realized during the competition, ownership, and the maintenance of control over power.

The determining directions of public management of the political sphere include [24]:

- the provision and the expansion of civil and political freedoms, the strengthening of parliamentarism, the expansion of prerogatives of representative organs in the system of public management;
- the development of institutions of civil society, their ability to make independent decisions with the possibility to choose independently the priorities, goals, content, and sequence of their actions, in other words, with the possibility to use self-government;
- the implementation of the world and national value system, the improvement of the status of civil values on the basis of the education of citizens and their civil responsibility;
- the establishment of the public consensus on the basis of public creation and implementation of goals of the development of society, regional and local groupings, professional and other communities;
- the promotion of the formation and expansion of standards of openness and responsibility of the structures of civil society and state government as the means of easing and overcoming the public, social, and other injustice, corruption, and arbitrariness in all its forms, etc.

Conclusions. The development of the modern civilization is determined by the global character of development of economic, institutional, political, and cultural spheres, and also by the modern challenges such as the spread of pandemic diseases, hybrid wars, arms races, struggle for leadership in the world and regional scale, and other worldwide and national challenges.

In these conditions, the role of management of economic, social issues on the world, national, and other levels becomes very relevant.

1. The existing order of the world system that is characterized by the processes of globalization in all the spheres of public life, the spread of harbingers (forerunners) of the IV world revolution, the implications of the international level, that are caused by hybrid wars, the pandemics of coronavirus, the strengthening of the competition for global leadership, trade wars, social inequality, and other factors intensify the value of the implication of the approaches of progressive capitalism in the world and national practices in the interpretation of the Nobel laureate J. Stiglitz and the spread of public relations on the basis of public consensus, including the spread of the solidary character of relations in society for its development and the overcoming of public crises and problems. The further progress of the world civilization is determined by the character of changes in the national communities that can provide the perceived level of life of the local people.

2. In the modern world, the modernization of societies requires relevant scientifically reasoned systems of management that are based on the use of general civilizational patterns, national specificities, economic, political, cultural, and other specialties of the concise phase of

public development and direction to the combination of nation and government in the conceptualization about the perspectives and goals of development.

3. The determining principle of the modern development of systems of public management is a principle of humanistic, solidary, fair, competitive (but not conflicting), balanced, and operated development. The realization of this principle should be followed by the demonstrativeness of political spheres and the convergence of economies of countries and their unions, the intensification of humanitarian circulation, the development of the communicational system and the internationalization of public practices.

The perspectives of further research in this direction are based on the concretization of the proposed directions of public management of the economic, institutional, social, cultural, and political spheres for the conditions of the certain country, for its regional, and other territorial, civil, professional, and other groups.

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