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BEHAVIORAL DIMENSION OF TAX FINANCE: THE CASE OF UKRAINE

ABSTRACT

The behavioral dimension of public finances is provided by indicators of the results of financial behavior of the subjects of joint interactions (public authorities, taxpayers). The choice of the vector of financial behavior of these subjects determines the effectiveness of fiscal policy implementation, the functioning of the tax system, and the success of the latest reforms in the field of public finance in general. The purpose of this study is to substantiate the impact of behavioral factors of fiscal space entities on the filling of public funds and manifestations of deviant behavior through tax evasion, corruption, fraud, and abuse of tax finances.

The article identifies the influence of public institutions and agencies on the formation of a favorable fiscal environment for the functioning of public finance as a sphere of joint interactions and communications between economic entities. It is proven that in the environment of the fiscal space, these entities are able to choose different vectors of financial behavior by making decisions on the prevalence of choice in ensuring their own individual interests (deviant behavior) or coordinating the interests of all economic entities and satisfying the public interests of society (virtuous behavior).

The author analyzes the impact of tax initiatives of public authorities in recent years on the filling of centralized funds and on tax evasion. The author describes the most typical tax evasion schemes with an analysis of budget losses over the years. The reasons, motives, and moral and ethical bases of tax evasion processes are determined in accordance with the theoretical postulates of behavioral economics. The tax index of Ukraine is estimated. Prospects for taking into account behavioral aspects in the formation of a new model of public finance management in terms of establishing cooperation between public authorities, taxpayers, and civil society, strengthening trust in government institutions in the current and post-war intentions of macroeconomic growth of our country are outlined.

Keywords: public finance, fiscal space, tax finance, tax evasion, behavioral finance, financial behavior, fiscal policy, tax burden

JEL Classification: E62, H26, H30, H39, O17

INTRODUCTION

Effective functioning of public finances implies the expediency of taking into account behavioral aspects in building the fiscal space of tax finance. The behavioral dimension of tax finance lies in determining the reasons and motives for the respective behavioral reactions of the participants in the fiscal space (government, business, citizens, international partners) to the results of changes and the implementation of an active fiscal policy, both at the state level and at the level of communities and regions, to increase the tax potential, promote macroeconomic growth, while ensuring that the interests of all economic actors are aligned.

Tax and fee payers and their payers want to reduce the tax burden, citizens of the country demand quality public services as a fair result of the return of taxes paid, and the state seeks to maximize public revenues to effectively perform government functions and compete in the global interstate communications. In the context of constant contradictions and financial confrontations, the environment of the state's fiscal space is formed, reflecting changes in the behavioral reactions of economic entities to tax

initiatives of public authorities and the deviant behavior of taxpayers as a reaction to the formation of a “favorable climate” for tax evasion. These processes are closely interconnected, and they constantly seek a balance between the multi-vector interests and aspirations of public authorities, taxpayers, and consumers of public services. Achieving a balance of their interests lies in the plane of building public trust as an important indicator of the harmonious development of society.

LITERATURE REVIEW

Scientific attempts to study the behavioral dimension of tax finance in the context of the functioning of the state's fiscal space are a new challenge in modern public finance research, closely related to the postulates of behavioral economics. The theoretical basis of behavioral finance is laid down in the work of Nobel laureate Richard Thaler in his research paper “Behavioral Economics. How emotions influence financial decisions”, in which the author shows why real people consistently deviate from assumptions of complete rationality and emphasises the role of emotions, attention, self-control, and a sense of fairness in choosing and making financial decisions (Thaler, 2018).

Scientific research on behavioural finance at the macro level is rather limited, but certain aspects of irrational taxpayer behaviour in conditions of uncertainty and in the context of deviant behaviour and the formation of the shadow economy are revealed in the scientific works of foreign authors (Rees-Jones, Taubinsky, 2016; Congdon, Kling, Mullainathan, 2011; Bernheim, 2018). Noteworthy is the study of the classic model of tax evasion based on the expected utility on the part of taxpayers and their subjective moral and ethical view of such a choice, taking into account tax rates, the level of tax burden, and the probability of punishment for tax crimes (Allingham and Sandmo, 1972).

A separate group of authors consists of compliance advocates, including those who take a behavioural approach to its implementation, based on social norms, administrative procedures and cognitive biases of taxpayers (Andreoni, Erard, Feinstein, 1998), as well as a combination of service approaches in tax administration and enforcement tools in the form of audits, which is determined to be the most effective method in the tax administration system (Slemrod, 2019).

In domestic behavioural finance science, scientific research occupies a prominent place, in which authors consider the theoretical foundations of behavioural finance, provide empirical evidence of certain aspects of irrational financial behaviour of economic agents and point to its negative impact on financial processes (Lyuty, Knir, Pleshakova, 2021); define the basic concepts of behavioural finance, conclude that morality plays a leading role in human financial behaviour, and place the moral and ethical dimensions of financial decision-making processes at the heart of scientific research in public finance (Nikiforov, Marych, 2023).

A unique perspective on behavioural finance is offered through the prism of nation-building patriotism, where the author argues that combining the qualitative dominance of citizens' patriotism with its internal architectonics (the mental environment of human life) and the transfer of the quantitative external dominant (the tax component) into the real space of state building is the main foundation (fundamentalism) of behavioural finance (Karpinsky, 2020).

In recent years, scientific works have increasingly focused on building an effective tax system in the country and its harmonious development through the prism of taxpayers' financial behaviour, explaining this behaviour from the perspective of behavioural finance, and outlining the parameters of fiscal and stimulating effects on macroeconomic growth (Barabash, 2021); research into the taxation system as a kind of economic, psychological and social concept, with a focus on the negative results of tax evasion by taxpayers, the reasons for deviant decisions and their consequences for the state and the taxpayer (Kos, 2019).

The sustainability of public finances in the context of military realities in Ukraine, the impact of internal and external factors on it, the possibility of its assessment by combining the action of formal and informal institutions of the state's fiscal space, the specific features of the institutional environment in the formation of new models of public finance management are covered in the following scientific works (Lunina, 2020; Ruda, Martsenyuk, 2024; Sydor, 2025).

Today, behavioral economics occupies a leading position in the system of research on households' and business entities' finances; it allows for determining the causes, motives, and economic basis of irrational financial behavior of financial market participants. However, there is a limitation of scientific research on behavioral finance in the field of public finance, which is why this study is of interest.

AIMS AND OBJECTIVES

The aim is to substantiate the impact of behavioural factors of public authorities and taxpayers on the replenishment of public funds and manifestations of deviant behaviour, to identify the factors that influence them and the opportunities for their correction in the context of minimising the negative impact on the country's macroeconomic growth.

The main tasks are as follows:

1. To determine the behavioural limits of fiscal space in terms of constructing a two-dimensional composition of joint interactions between public authorities and taxpayers.
2. To substantiate the choice of vectors of their financial behaviour from the perspective of both ensuring the fiscal interests of the state and manifestations of deviant financial behaviour.
3. To monitor the impact of public authorities' tax initiatives on the financial behaviour of taxpayers.
4. To identify the causes, factors, and motives for tax evasion.
5. To conduct an analytical review of the most common shadow schemes and assess budget losses due to the growth of the shadow economy in the country.
6. To characterise the key indicators of Ukraine's tax index as a reaction of taxpayers to the activities of public authorities, the introduction of tax innovations, and the establishment of a productive dialogue to build trust between all economic actors in order to ensure the public interests of society.

METHODS

In preparing this article, the authors used general scientific and special research methods. In the context of achieving the set goals and objectives, the authors used theoretical and empirical methods to deepen the understanding of the behavioral dimension of tax finance and to form vectors of behavior in the interaction between public authorities and taxpayers; methods of grouping, generalization and specification were used to characterize and assess deviant behavior of taxpayers, and financial and statistical analysis methods were used to assess the level of budget losses due to tax evasion and to analyze the fiscal potential of the state. Correlation modelling was used by the authors to substantiate the level of correlation between tax revenues and the amount of budget losses due to tax evasion. Among the scientific methods of the fundamental methodology, the authors use institutional and systemic approaches to determine the financial behavior of participants in joint communication (public authorities and taxpayers).

RESULTS

The formation of public revenues provides fiscal space for the state as a platform for joint interaction between public authorities at the state and local levels and economic entities regarding the distribution and redistribution of public financial resources and the creation of centralized cash funds. Fiscal space is a specific form of "realization of economic phenomena and processes that occur as a result of the existence of a certain type of interaction carried out in accordance with established norms, status roles and interests of participants" (Krysovaty et al., 2016). Public institutions and public authorities have a dominant influence on the functioning of fiscal space. They provide legal regulation, methods, and mechanisms for implementing the taxation system, and the use of financial instruments for joint interactions between its participants, eliciting appropriate financial behavior from them through a certain range of behavioral responses.

The financial behavior of each participant in the fiscal space can influence its expansion and development. Two opposite behavioral reactions may arise between participants in joint interactions within the fiscal space:

1. Cooperation within the framework of joint activities to achieve common public interests (mobilization of various types of income to public funds, ensuring public expenditure according to their priority in a specific time period, debt financing of obligations, promotion of entrepreneurial activity, and public welfare);
2. Rivalry or competition, as a conflict of interest between participants in joint interactions, manifested mainly through the action of informal institutions: financial fraud, tax and fee evasion, bureaucracy, abuse of office, inefficient use of public funds, promotion of the shadow economy, smuggling of goods, etc.

Therefore, we propose to analyze the formation of public revenues with a focus on a two-dimensional decomposition of the joint relations between public authorities at the state and local levels, taxpayers: legal entities and individuals capable of demonstrating their level of tax culture by building trusting relationships with each other in the context of reconciling public interests, proper fulfilment of fiscal obligations, as well as through manifestations of deviant behavior caused by the popularization of corrupt practices, increased tax pressure on taxpayers, the implementation of discretionary fiscal policies that discourage entrepreneurial initiative, the low professional level of public authorities, the promotion of bureaucratic manipulation, tax evasion and the spread of the shadow economy (Figure 1).

The actions of public authorities are manifested in the application of tax instruments to influence financial and economic activities, the financial results of business entities, and the income of individuals by establishing types of taxes, their rates, granting privileges, defining mechanisms for calculation and payment, features of tax and fee administration, and proposing possible taxation regimes.

Let us analyze the impact of financial decisions made by public authorities on the filling of budgets at various levels and social insurance fund budgets for the period 2014–2024. One of the indicators of the effectiveness of the Government's fiscal policy is the share of GDP redistribution through the tax system and its structure in terms of individual groups of tax revenues (taxes on income and profits, property, and consumption), as well as the share of the Unified Social Tax (UST) in the GDP structure. These indicators show the impact of fiscal policy instruments on the country's economic growth and provide a comprehensive picture of the impact of tax revenues and the unified social tax on the sources of their payment. During the period 2014-2024, this indicator was high, ranging from 23.1% to 30.83%, with the exception of 2022, when it stood at 10.2% (Figure 2). Taking into account the share of social security contributions (contributions mobilized by tax methods), this indicator ranges from 34.5% to 38.24%, excluding data for 2022.

The external manifestation of the financial behavior of public authorities is reflected in the legislative introduction of tax initiatives that can influence the replenishment of public funds in terms of ensuring tax revenues to budgets at various levels and social security contributions to social insurance funds, as well as the financial activities of other economic entities when coordinating common public interests with them.

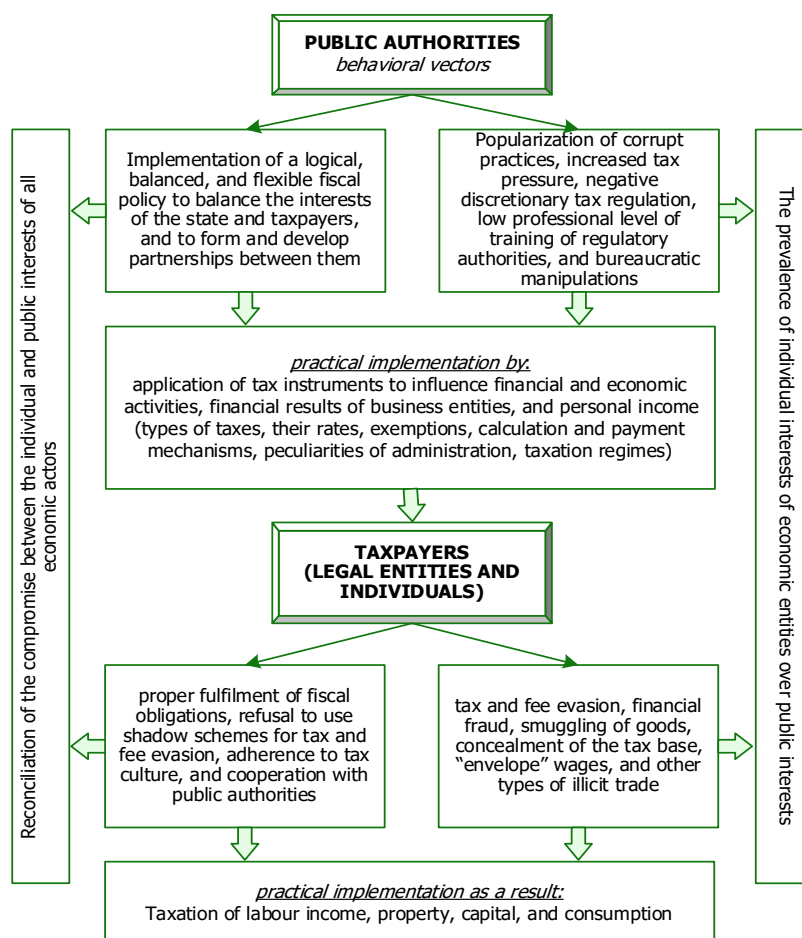


Figure 1. Decomposition of the behavioral dimension of tax finances.

The evolutionary progress of tax initiatives by public authorities during the period 2014–2024 reflects the behavioral response of public authorities to the challenges of the time. We have identified the main tax reforms of this period, with justification of the financial behavior of taxpayers towards these innovations. The analysis revealed the following trends.

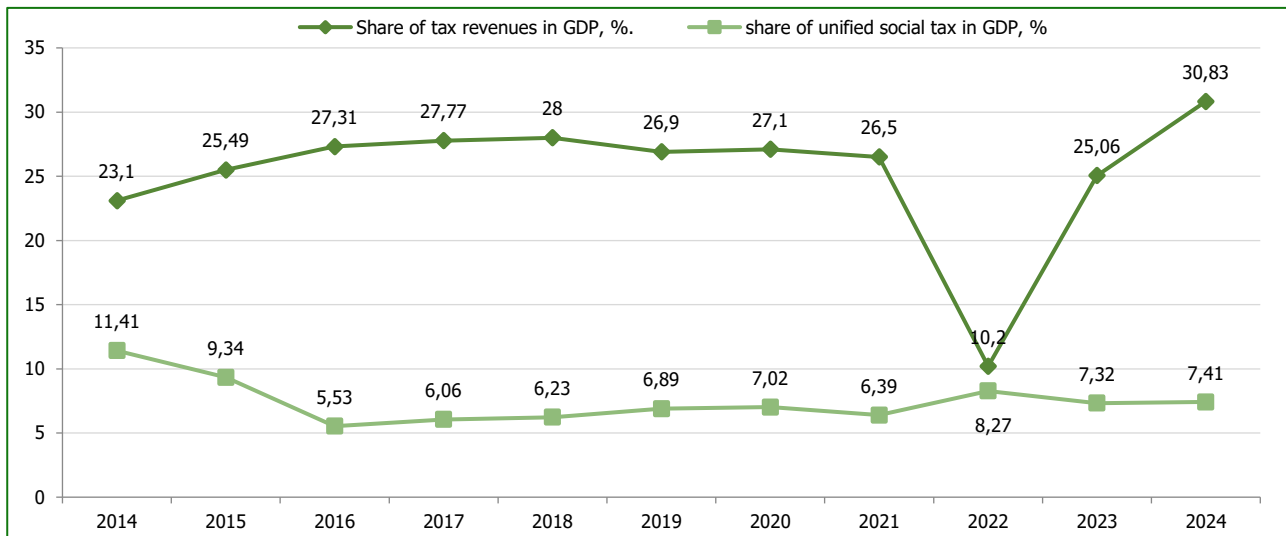


Figure 2. Share of tax revenues and social security contributions in GDP in 2014–2024, %. (Source: Revenues. State budget web portal for citizens, 2024; Reports on the implementation of the State and local budgets of Ukraine, 2024; Inflation index, 2024)

The deepening of internal and external imbalances in 2014, the annexation of the Autonomous Republic of Crimea, the war in the east of the country and trade restrictions imposed by the Russian Federation had a significant impact on the state of the country's domestic economy, which necessitated the adoption of unpopular decisions by public authorities in the area of introducing new taxes (a military levy of 1.5%), the collection of which from August to December 2014 allowed for the accumulation of an additional UAH 2.9 billion to the state budget; the introduction of a progressive model of personal income taxation (15% and 20%) and the taxation of pension payments contributed to an increase in revenues of UAH 5.1 million, etc. At the same time, taxpayers' behavioral responses to the innovations were positive, particularly with regard to the introduction of the military levy, despite the increase in the tax burden on personal income, which was reflected in the share of this tax, adjusted for inflation, as well as in the results of a survey of taxpayers in response to the Russian Federation's military aggression. The progressive PIT tax scale caused a positive wave of behavioral reactions as income taxation complied with the principle of fairness.

2015–2016 were marked by significant reforms of the country's tax system, in particular, the number of national taxes and fees was reduced from 22 to 9, as well as local taxes and fees from 14 to 4, and their transformation was carried out. The changes in tax legislation were aimed at de-shadowing the economy by publishing monthly information on the tax debt of business entities and reducing the single social contribution rate from 36.7% to 2%. The main objectives of this initiative were to simplify tax administration, reduce the cost of tax compliance for businesses, increase transparency and reduce incentives for evasion, and focus fiscal efficiency on the main budget-forming taxes. The reform was presented as a tool for de-shadowing and optimizing the tax system without significant fiscal losses.

The reduction in the number of taxes had a limited direct fiscal effect, with most of the abolished or consolidated taxes (e.g., the fee for the first registration of a vehicle, the environmental tax in narrow segments, etc.) accounting for less than 1% of the total consolidated budget revenue. According to the Ministry of Finance, in 2015, "secondary taxes provided approximately UAH 3.2 billion in revenue, while in 2016, the total compensation for losses due to the growth in VAT and excise tax revenues completely offset these amounts" (Reports on the implementation of the State and local budgets of Ukraine, 2016). As a result of the reform, the fiscal dependence of the budget on the three main taxes: VAT, personal income tax, and excise tax, increased even more. In 2016, they accounted for over 74% of the general fund revenues of the state budget, which created risks of fiscal vulnerability in the event of fluctuations in external factors (e.g., imports of goods or the labor market).

A survey conducted by the European Business Association (EBA) in 2016–2017 showed that 60% of respondents noted a positive effect from the reduction in the number of taxes in the form of a decrease in the volume of reporting and time spent on tax administration. However, the lack of a reduction in the number of inspections and insufficient automation of administrative service delivery processes were highlighted.

The reduction in the number of national taxes in 2016 was an institutionally balanced decision that did not lead to fiscal losses and partially simplified the state's tax system. However, the expected effect of legalizing the shadow economy and qualitatively reformatting the procedures for its administration was limited due to the unchanged financial behavior of key actors, in particular small businesses, which continued to operate in the shadows. The reform laid the foundation for further transformation, but did not solve systemic problems without additional measures in the areas of institutional capacity, transparency, and law enforcement.

Another key reform in 2016 was the reduction of the single social contribution rate from 36.7% to 22%. This reform was aimed at reducing payroll costs, stimulating formal employment, and bringing businesses out of the shadow sector. In 2016–2017, the State Tax Service of Ukraine recorded an increase in the number of tax registrations of new employment contracts, indicating a partial legalization of labor relations (EBA Report "Tax Survey in Ukraine 2016–2017", 2017). According to the Ministry of Finance, in the first two years after the reduction of the single social contribution rate, the share of wages paid in "envelopes" decreased by 5–7% (Office for Effective Regulation, 2017). Along with the positive aspects of the innovations, there were also negative consequences of the reform. The expected results regarding the legalization of wages and a complete exit from the shadow economy were not achieved. Despite a slight reduction in the shadow economy, the reduction in the ERU rate led to a sharp decline in public revenues in the structure of the Social Insurance Funds' revenues. In 2016, the Pension Fund's budget deficit amounted to over UAH 30 billion, which necessitated budget subsidies (Ministry of Social Policy of Ukraine, 2020).

In order to stimulate the legalization of labor relations and increase the unified social tax, public authorities doubled the minimum wage in 2017 (from UAH 1600 to UAH 3200). This decision by the public authorities was positioned as a powerful social measure aimed at reducing poverty, stimulating consumer demand, and encouraging the de-shadowing of the labor market. According to the results of 2017, social security contributions to the Pension Fund budget increased by 36%, and 600,000 workers were brought out of the shadow economy (Labor of Ukraine, 2018). However, despite positive intentions, this reform caused a series of negative reactions from businesses, which had negative socio-economic effects at both the micro and macro levels. The sharp increase in employers' mandatory labor costs led to decisions to transfer some employees to the shadow sector and reduce the official workload. According to estimates by CASE Ukraine experts, approximately 500–700 employees partially or completely moved to the informal sector in 2017–2018. In certain sectors (construction, retail trade, services), the practice of "partial official employment" has become more widespread, with employers declaring the minimum wage and paying the rest "under the table".

Another way in which wage growth affected citizens' financial behavior was the reduction in some social benefits (subsidies, child benefits), as their calculation depends on the official income of the household, so their amount was significantly reduced, and citizens' purchasing power declined. According to estimates by the Razumkov Centre, "legalization took place only on paper in most cases, without any real impact on the structure of employment" (Assessment of the situation in the country, 2025). The increase in the minimum wage has put a fiscal burden on local budgets, as decentralization and the imposition of obligations to finance part of wages on local budgets have worsened the financial situation of local communities. According to the Association of Ukrainian Cities, about 40% of communities in 2017 faced a shortage of funds to cover the wage fund, particularly in the education and health sectors. The effective implementation of such measures requires the use of accompanying instruments by public authorities in the form of tax incentives, simplified administration, and targeted support for small businesses, which was not provided in 2017 and subsequent years.

Introduction of a risk-based VAT system in 2017–2020 by improving the electronic VAT administration system (SEA VAT) and introducing automatic blocking of risky tax invoices. According to the State Tax Service of Ukraine, in 2018–2019, the volume of fictitious tax credits decreased by 30%. In 2019, VAT revenues increased to UAH 390 billion, which is 16% more than in 2018. The positive intentions of the public authorities to reduce the volume of illegally claimed VAT refunds had a negative impact on honest taxpayers through the erroneous blocking of budget refunds due to the imperfection of the automated tax credit scheme monitoring system, which provoked a negative reaction on their part and created conflict in their relations with public authorities.

Reforming the income tax administration mechanism in 2019–2021, linked to the introduction of BEPS 1.0 criteria, which include controlled foreign companies (CFCs), transfer pricing, and restrictions on the use of offshore companies. In order to bring national tax legislation into line with international standards, Ukraine began the first phase of implementation of the BEPS Action Plan adopted by the OECD in 2019–2021. After the introduction of CFC reporting (from 2022), there was an increase in voluntary income declarations. According to IMF estimates, the implementation of BEPS will generate an additional UAH 10–15 billion in annual budget revenues in the medium term (Karplyuk, 2022). Despite the generally positive goal of combating tax base erosion and profit shifting to low-tax jurisdictions, in practice, a number of problematic issues have arisen that have complicated the tax environment.

One of the key consequences of BEPS implementation has been a significant complication of tax administration, in particular: the introduction of transfer pricing (TP) based on the arm's length principle; mandatory reporting on international groups of companies (CbCR); maintaining TP documentation (local and global files); reporting on participation in controlled foreign companies (CFCs), which has led to an increase in the regulatory burden on businesses in terms of significant legal, accounting and IT efforts, which has had a particularly negative impact on medium-sized enterprises that do not have strong compliance services. According to the European Business Association, in 2021, 58% of companies reported a sharp increase in tax support costs precisely because of BEPS requirements. At the same time, penalties for reporting violations were quite high: the fine for failure to report CFCs was up to UAH 1 million. Significant gaps in the implementation of income tax reforms were compounded by limited opportunities to implement BEPS due to institutional weakness and low professional competence of public authorities, which caused outrage among taxpayers and led them to decide to evade their tax obligations.

In 2019–2021, the implementation of BEPS did not have a significant fiscal effect. In particular, income tax revenues in 2020 even decreased by 8.5% compared to 2019, which was partly due to the pandemic, but also indicates the low effectiveness of the new tax instruments. Only 5% of large taxpayers submitted CFC reports in 2021, indicating widespread circumvention or the innovative system's lack of readiness for control. This situation demonstrates that the formal implementation of international standards without proper institutional preparation and a flexible transition period can have negative consequences for both the business environment and the country's budget system.

The introduction of voluntary disclosure programs in 2021–2022, in the form of a tax amnesty, allowed citizens to voluntarily declare their untaxed income. In 2021, Ukraine launched a campaign for a one-time voluntary declaration of assets by individuals, the so-called "zero" or tax amnesty period. The idea was to give citizens the opportunity to legalize income on which taxes had not previously been paid by paying a one-time fee (5%, 9% or 2.5% depending on the type of assets and method of payment). Despite the socio-political importance of this initiative, the implementation of the campaign revealed a number of systemic problems that negated its expected effectiveness as a tool for tax and financial de-shadowing.

One of the main reasons for the campaign's failure was the skepticism of citizens regarding the state's guarantees of non-disclosure and non-application of tax or criminal sanctions against them in the future. The public became convinced that filing a declaration could be grounds for future audits, especially after a change in government. The lack of real legal mechanisms to protect individuals who declared their assets further exacerbated mistrust of public authorities. According to a 2022 poll by the Razumkov Centre, more than 60% of potential declarants did not submit a declaration due to mistrust of state guarantees of anonymity.

The expected results of the one-time voluntary declaration of assets by individuals were to amount to approximately UAH 100 billion in assets. However, the actual figures were quite low. As of March 2023, only 8816 declarations had been submitted, totaling UAH 4.8 billion. The consolidated budget revenue from the campaign amounted to UAH 300 million, or 0.03% of annual personal income tax revenue. The expected effect of complete de-shadowing of citizens' incomes was not achieved, although in Poland, Italy, and Georgia, this tax initiative was quite successful. The behavioral dimension of the outlined tax initiative on tax amnesty indicates its ill-conceived nature, inefficiency, and lack of a comprehensive approach to tax control over the results of the campaign. After all, public authorities did not introduce mechanisms to verify the methods of acquiring assets for those who did not take advantage of the declaration, and therefore, taxpayers who legalized their assets found themselves in a worse position compared to those who ignored the program, i.e., the behavioral effect of "moral hazard" worked. Another factor contributing to the ineffectiveness of this tax initiative was the ill-considered timing of the campaign. The program was launched in 2021, during a period of macroeconomic instability, the COVID-19 pandemic, and a tense geopolitical backdrop, which did not encourage broad participation among the population. Its completion in March 2023 took place in the context of a full-scale war, when the focus of business and citizens was on other risks.

Changes in tax legislation during the 2022–2024 war, particularly after the full-scale invasion by the Russian Federation in 2022. This was due to the need to adapt the state's tax system to the new realities in order to maximize economic activity, support business structures, and stimulate employment amid a sharp decline in GDP and citizens' incomes. Timely initiatives by public authorities contributed to the introduction of tax breaks, which, on the one hand, reduced the tax burden on businesses and, on the other hand, created risks of fiscal instability. The rapid response to the acute challenges of the war made it possible to quickly introduce a 2% single tax rate for businesses with revenues of up to UAH 10 billion, temporarily abolish VAT and excise tax on fuel, which helped stabilize prices, and cancel a significant number of inspections and penalties for the duration of the war. Key changes in tax legislation introduced at the start of Russia's full-scale invasion contributed to their active implementation, with more than 200,000 sole proprietors and legal entities applying the 2%

tax, which generated more than UAH 5.8 billion in revenue for budgets at various levels. Lower rates and simpler tax administration helped keep almost 60% of sole traders active and made sure small and medium-sized businesses in rural regions could keep going. Paradoxically, but true, with the start of the war, the government's adoption of a number of military-economic decisions led to an increase in public confidence in the authorities, which, according to experts, amounted to more than 65%. However, by 2023, this level of trust had fallen significantly, due to the abolition of tax preferences under martial law and the return to the usual taxation system.

Despite the many positive aspects of the economic confrontation, its negative sides should also be noted. According to the Accounting Chamber, in 2022 alone, the state budget lost about UAH 43 billion from the reduction in the VAT rate and the abolition of the excise tax on fuel, and local budgets lost more than UAH 20 billion from the introduction of a 2% single tax rate (Report of the Accounting Chamber of Ukraine, 2023). At the same time, the new single tax regime created de facto tax preferences for large businesses that switched to the simplified taxation system. The financial behavior of economic entities began to shift towards the tempting opportunity to avoid tax obligations in various ways, including artificial fragmentation of businesses, transferring employees to individual entrepreneurs, etc. In 2023, the State Tax Service of Ukraine detected more than 3,000 cases of abuse with the transition to the 2% taxation regime. In 2022-2023, most tax audits were blocked and tax control was weakened, creating a favorable opportunity for unscrupulous taxpayers to avoid tax obligations. As a result, the share of the shadow economy grew from 29% in 2021 to 31% in 2023. On the other hand, frequent changes in tax legislation created an unpredictable tax environment, which complicated the work of economic entities.

Tax breaks during the war were a necessary anti-crisis measure that helped keep the economy going and gave small and medium-sized businesses some temporary financial relief, but they also led to significant fiscal losses, encouraged the shadow economy, and weakened tax control.

Thus, in 2016–2024, Ukraine implemented systemic tax reforms that significantly affected the structure of revenues of budgets at various levels and social insurance funds. Despite the challenges associated with the war and economic turbulence, active digitalization of administrative processes, consistent implementation of international standards (BEPS), reduction of the tax burden, and increased transparency of the taxation system, the issues of shadowing of economic activity by business entities as a kind of choice of their financial behavior in a period of uncertainty have become acute, and the fiscal, social, and de-shadowing effects of the taxation system have significantly weakened, causing a deepening of taxpayers' distrust of the state. Therefore, the effectiveness of post-war reforms depends on the accompanying institutional capacity, in particular, the level of tax discipline, control, and trust in state institutions.

The analysis allowed us to conclude that the main goal of public authorities is to ensure the fiscal sufficiency of public funds by various means, often disregarding the interests of taxpayers and complicating tax administration procedures, which gives rise to negative phenomena of tax evasion.

Tax evasion is quite common today, reflecting illegal actions (deviant behavior) aimed at reducing the tax burden or completely avoiding paying taxes. Such behavior usually includes the manipulation of financial statements, activities of fictitious companies, concealment of income, transfer of capital outside the country, and other methods of avoiding or reducing tax liabilities. It is tax evasion that determines the deviant behavior of taxpayers who make financial decisions regarding operating in the shadow economy.

The main markers of taxpayers' violation of their tax obligations are: a high tax burden, frequent changes in tax legislation, an irrational tax structure, a low level of tax awareness and tax culture among taxpayers, economic conditions of uncertainty (the impact of external factors on the destabilization of the country's economy: the COVID-19 pandemic, the Russian-Ukrainian war), high levels of corruption in public authorities, and, as a result, low levels of taxpayer trust in public institutions.

The shadow economy is characteristic of many countries around the world, but it is tending to decline. In the ranking compiled by the international association ACCA, Ukraine is among the top five countries with the highest level of shadow economy – 45.8.0% of GDP, along with Azerbaijan (58.05%), Nigeria (47.93%), Brazil (34.69%), and Singapore (39.19%) (Emerging from the shadows, 2025). Although the data from the World Bank and the Ministry of Economy of Ukraine on this issue differ, they estimate the size of Ukraine's shadow economy at 32% of GDP (Shadow economy, 2025). The countries with the lowest levels of shadow economy include: the United States (7.59%), Japan (9.5%), France (5%), the United Kingdom (4.3%), and Italy (5.6%).

Specialists from the analytical centers CASE-Ukraine, EPP, and ISET have conducted another annual study of shadow schemes in our country's economy, demonstrating the minimum and maximum values and possible losses to the consolidated budget revenue as a result of their implementation. According to the most conservative estimates, the shadow

economy in Ukraine reached UAH 1302 billion in 2023, and experts have determined its maximum limits to be UAH 1881 billion, which led to budget losses ranging from UAH 353.3 billion to UAH 548 billion, i.e., with the actual volume of public funds revenue in 2023 amounting to UAH 3464.6 billion, the share of shadow losses is between 10.2% and 15.82%. According to the data presented, the size of the shadow economy in the country's GDP ranges from 19.9% to 28.77% (Dubrovsky, Getman, Cherkashin, 2024).

The level of the shadow economy is directly related to abuses in the field of taxation. At the same time, the existence of a significant shadow economy sector does not allow public authorities to reduce tax pressure and, on the other hand, provokes violations of the conditions of healthy competition. In Ukraine, the loss of a significant amount of public funds is associated with the use of various methods and instruments of tax and fee evasion, which are widely used by large enterprises with a significant share in the structure of the domestic economy by establishing informal relationships that allow them to avoid tax obligations (Dubrovsky, Getman, and Cherkashin, 2024).

A summary of the most common tax evasion schemes in Ukraine has made it possible to identify typical trends in recent years and compare the total volume of the shadow sector with budget losses, analyze the motives of taxpayers, and identify the environment conducive to these processes.

One of the tax evasion schemes is avoidance through manipulation to reduce the tax burden within the legislative framework of Ukraine and countries where capital is withdrawn through the use of appropriate tax instruments (preferential taxation, double deductions, change of residence status, other discrepancies and conflicts between the tax systems of foreign countries). Such financial decisions by business entities allow them to avoid paying taxes within the country, protect their investments by withdrawing capital and insuring them against currency risks, and expand access to quality financial services outside their own country. According to estimates by domestic experts (Dubrovsky, Getman, and Cherkashin, 2024), the transfer of business capital abroad, in particular the cross-border transfer of profits during the active hostilities of 2022-2023, amounted to between 50 and 60 billion per year, which led to losses of public funds in the amount of 9-11 billion per year. However, from 2017 to 2024, constructive work was carried out to reduce this type of shadow scheme by intensifying tax control over these processes. According to analytical data (Emerging from the shadows, 2025; Dubrovsky, Getman, Cherkashin, 2024; Getman, 2017) offshore schemes are one of the types of financial fraud that has tended to decline in recent years from UAH 260-320 billion in 2017 to UAH 50-60 billion in 2023, budget losses have also significantly decreased (from UAH 50-65 billion to UAH 9-11 billion) thanks to the operational measures taken by the State Tax Service of Ukraine, which is in line with the global trend of reducing this type of abuse as a result of the active use of BEPS tools in the implementation of anti-offshore operations, as well as the impact of the spread of the pandemic, the negative factors of war and the corresponding moral and psychological effects.

The share of Ukraine's shadow economy in GDP ranged from a minimum of 15.35% to a maximum of 23.12%, 19.91% to 28.77%, while the share of budget losses ranged from 13.33% to 21.54% to 21.57% and 33.45%. However, the gradual easing of currency control requirements and new legislative justifications for the transfer of currency values abroad could undermine the optimistic mood of society regarding the elimination of offshore business schemes. According to estimates by the Tax Justice Network, "annual tax losses in Ukraine from illegal cross-border flows (trade, banking and investment) amount to USD 435.8 million, or UAH 17.87 billion. (In 2019, losses were estimated at USD 650.1 million, or 49.2% more)" (Tax justice network Ukraine country profile, 2022).

A significant method of tax evasion is the use of shadow schemes for VAT taxation in the form of "tax pits" and "twists", although it should be noted that with the introduction of the SEA VAT and SMKOR, the total amount of tax abuse has significantly decreased. At the same time, their use in tax accounting and compliance with procedures has affected the financial and economic activities of taxpayers due to significant time losses and additional financial resources. VAT administration is one of the most significant and corrupt areas of the domestic taxation system, given the specific features of its calculation and payment, as well as its share in the structure of tax revenues of the state budget. In 2017-2021, there was a trend towards a significant share of VAT revenues in the GDP structure, which ranged from 14.43% to 12.75%, i.e., its maximum values, with a subsequent reduction to 10.84% in 2024. The decrease in this share, starting in 2018, was influenced by the granting of tax exemptions, in particular the exemption of a number of imported goods from VAT, especially in 2022, with the start of the war, the growth of "grey" imports with their subsequent sale through VAT non-payers, etc. The projected volume of shadow trade in goods is between UAH 90-108 billion, with budget losses estimated at UAH 15-18 billion per year. Of interest in this regard is information from the State Tax Service of Ukraine on the performance of enterprises in the real economy sector that used tax credit schemes to evade or minimize taxation during the period 2017-2024.

According to the reporting data provided by the State Tax Service of Ukraine, VAT avoidance and "twisting" schemes have not been overcome, which is due to the imperfection of the automatic tax monitoring system and problems with its

modernization, which is rather assessed as a lack of political will to resolve this issue (the vulnerability of the human factor and the inefficiency of tax audits and their effectiveness). The reporting data reflect a reduction in the number of business structures using tax credit schemes, with a simultaneous increase in the volume of the shadow market of detected VAT schemes in 2023 by 18.3% compared to the previous year, which indicates its active use, not without the participation of public authorities. In total, out of the projected UAH 16 billion in budget losses due to the use of tax credit schemes, the State Tax Service of Ukraine has offset only UAH 2.6 billion, or 23% of the detected abuses. Such examples illustrate a negative trend towards the spread of deviant behavior by business entities, which is supported by public authorities and creates an unfavorable climate for effective cooperation between conscientious taxpayers and the state, as the leading entity responsible for ensuring public interests.

One method of tax evasion is the entire industry of transit-conversion centers, whose main purpose is to launder money within the country through the use of shell companies. This method of tax evasion involves providing the shadow economy and its needs with money by withdrawing cash, conducting unaccounted financial and economic transactions, and manipulating primary documents and tax reports. It is based on fictitious economic activity involving the supply of non-existent goods or services. The total volume of such transactions during the period under review increased more than sixfold, resulting in budget losses in 2023, according to estimates, of between 30 and 40 billion, which is a 3.8-fold increase compared to 2017. In practice, it is quite difficult to assess the real scale of the operation of transit-conversion centers. An analytical expert assessment (Tax Justice Network Ukraine country profile, 2022) suggests that they serve up to 30% of the formal economy, and the volume of the conversion center industry, taking into account the needs of smuggling goods, grey imports, and hidden wages, could reach UAH 308 billion per year.

The largest segment of the shadow economy market and, accordingly, the largest source of budget shortfalls is wages paid in "envelopes." This phenomenon is systemic in Ukraine and is a serious obstacle to the formation of a transparent labor market, social protection of citizens, and the replenishment of public funds. According to the State Statistics Service of Ukraine, the share of shadow employment in the overall structure of the employed population fluctuated between 20% and 25% from 2015 to 2021. It reached its highest level in 2015–2016 against the backdrop of the economic crisis and devaluation of the national currency after the events of 2014. In 2015, according to estimates by the Ministry of Social Policy of Ukraine, more than 40% of wages were paid illegally. In 2020, despite partial stabilization, the COVID-19 pandemic and quarantine restrictions again caused an increase in shadow wages – up to 30% in some sectors, particularly construction, trade, and services.

Since 2021, there has been a trend towards a decrease in the volume of shadow wages thanks to the introduction of electronic recording of labor relations, an increase in the minimum wage, and the strengthening of tax control measures. However, the full-scale invasion of the Russian Federation in 2022 caused a new round of economic destabilization. A significant part of the business moved into the "shadow" economy, and the state, under martial law, focused on priority sectors and weakened control over wages in small and medium-sized businesses. According to estimates by the Centre for Economic Strategy, in 2023 the share of illegal employment rose again to 25–27%, and annual budget losses due to "envelope" payments amounted to over UAH 100 billion (Report of the Accounting Chamber of Ukraine, 2023). Experts from the Institute for Socio-Economic Transformation, based on a study of public revenue losses due to the functioning of the shadow economy, presented results on the share of the shadow market of hidden income of individuals, which has almost doubled over the past three years, accounting for 42% of all fraudulent schemes and resulting in budget losses of between UAH 115 billion and UAH 230 billion. (Samoiluk, 2021). The assessment of the parameters of fraudulent schemes to reduce tax liabilities for personal income tax and social security contributions, as well as potential losses of public funds, is complicated by the lack of reliable statistical indicators and their inconsistency between individual public authorities, in particular regarding the number of employees during the war. The figures provided by the State Tax Service and the Pension Fund differ by 1 million people, which explains the significant discrepancies in the calculation of losses of public financial resources of centralized state funds.

The outlined issues have not only fiscal but also social consequences. Employees who receive grey wages are deprived of full access to the social protection system, have no pension guarantees, and lose their right to compensation payments in the event of unemployment or an accident. In addition, the practice of paying wages "under the table" creates unequal conditions for the functioning of business structures, distorts the competitive environment, and hinders economic growth.

In general, the problem of tax and social security contribution evasion causes significant budget losses, which hinders the state's ability to fulfil its obligations to protect the public interest and does not contribute to socio-economic development and public welfare. Modelling the impact of budget losses due to tax evasion on the dynamics of tax revenues of the consolidated budget and social security contributions confirms the low level of dependence between these indicators, as shown by the coefficient of determination R^2 (Figure 3).

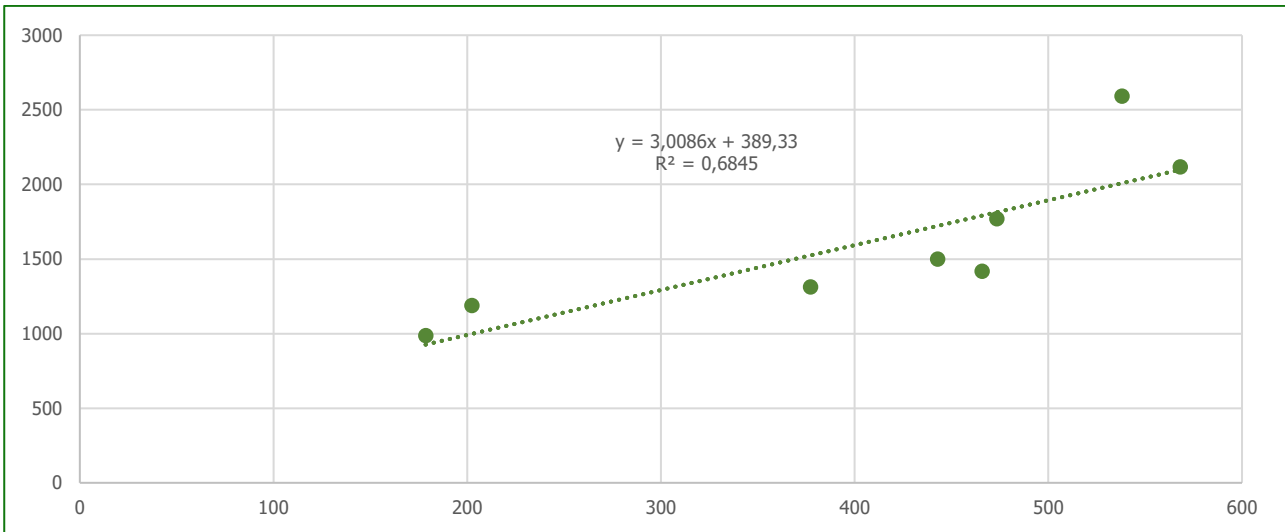


Figure 3. Model of paired regression of tax revenues, social security contributions, and budget losses due to tax evasion.

The slope coefficient shows that with a one-point increase in tax evasion, budget revenues decrease by three points. The regression model depicts an inverse relationship between the level of tax revenues and social security contributions and the level of tax evasion. The coefficient of determination $R^2 = 0.6845$ indicates that approximately 68.45% of changes in tax revenues and social security contributions are explained by the level of tax evasion. The remaining 31.55% of changes are due to other factors not taken into account in this model, which may clearly reflect the presence of behavioral factors in this process, caused by the often low quality and effectiveness of tax audits, contradictory provisions of current legislation, the presence of corruption and the incompetence of public authorities in their interaction with taxpayers in building a developed market-type service state.

The effectiveness of the behavioral aspects of public authorities' activities in administering tax payments and social security contributions can be characterized and determined based on the results of an integrated assessment of Ukraine's tax index in recent years, which is conducted annually by the European Business Association (European Business Association – EBA) on the basis of surveys of businesses, experts and the general public, and publishes presentation reports on the results obtained (Tax index, 2024). The tax index consists of four equally important components: the quality of tax legislation, the burden or ease of administering tax payments and social security contributions, the level of tax burden on taxpayers, and the quality of tax services provided to citizens (Kurilov, 2024).

According to the results of the regular survey in 2024, the tax index in Ukraine fell to 2.64, in 2021 it was 3.01, and with the start of the Russian-Ukrainian war in 2022, it decreased to 2.97, and in 2023, its decline continued to 2.85. That is, during the years of war in Ukraine, the tax index decreased by 0.37. The tax index in Ukraine has been calculated since 2011, and its data for 2014-2024 are presented in Figure 4.

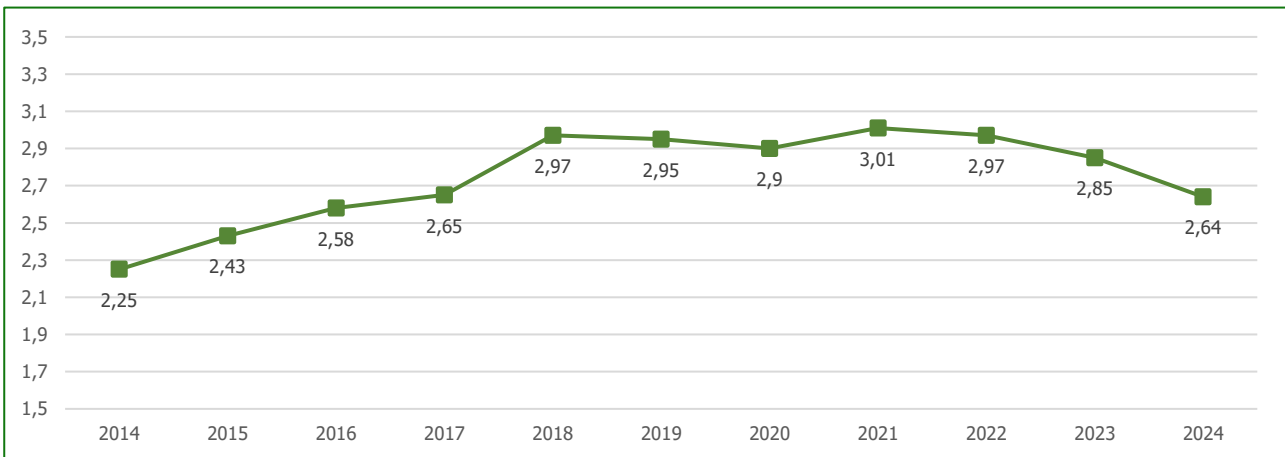


Figure 4. Tax index in Ukraine in 2014-2024. (Source: Tax index, 2024; Kurilov, 2024)

The trend of the last eight years (2014-2021) in determining the tax index in Ukraine indicates its slight increase by 0.76. The very fact of a low tax index indicates the existence of significant contradictions in the behavior of public authorities and other economic entities, the existence of distrustful relations, and has been identified as one of the indicators of tax evasion and the transition of business to the shadow sector of the economy.

Among all indicators, the component that received the lowest rating was the quality of tax legislation (Figure 5), which is justified by fairly frequent changes in tax legislation that are not consistent with current provisions. Around 36% of respondents indicated that the current tax regime created obstacles to business development and the attraction of investment resources. Only 5% of them were satisfied with the changes in legislative norms and claimed that they contributed to the functioning of business. For taxpayers, the legislative field of taxation is characterized as complex, incomprehensible, of poor quality, confusing and chaotic, lacking logical justification, and aimed solely at ensuring the fiscal interests of the state. The negative factors outlined in the experts' assessment have remained unchanged for a long time and are not taken into account by the relevant public authorities. Moreover, as a result of the implementation of Ukraine's controversial Revenue Strategy until 2030, as noted by E. Kurilov, "this index will deteriorate even further" (Kurilov, 2024). In 2024, the tax legislation quality index was 2.46, which is 0.8 lower than the corresponding indicator for 2021.

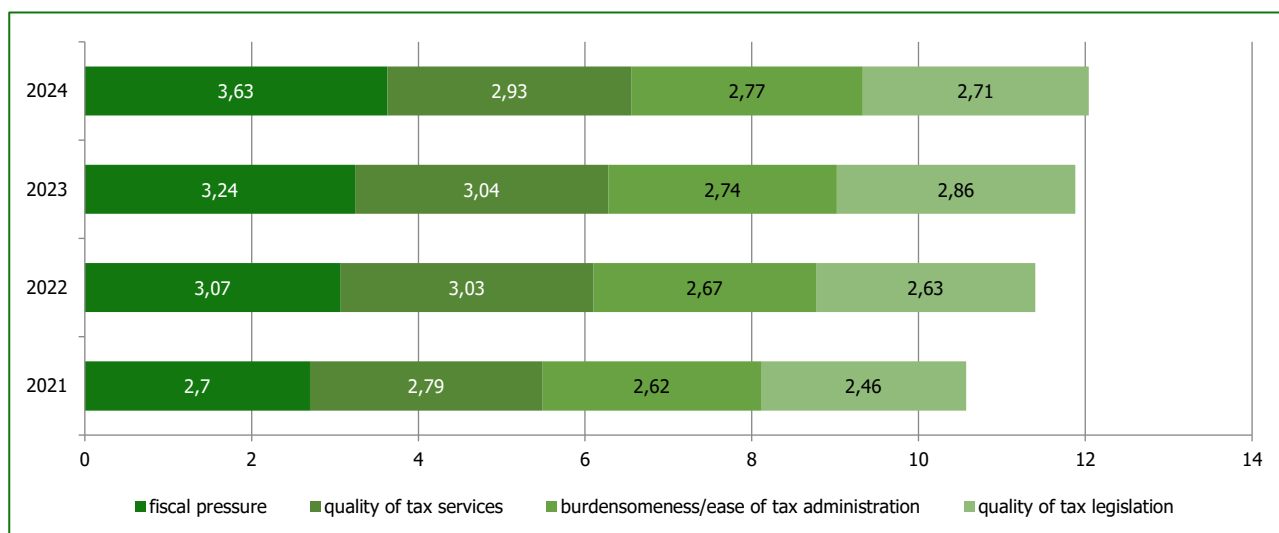


Figure 5. Dynamics of Ukraine's tax index by individual components in 2021-2024. (Source: *Tax index, 2024*; Kurilov, 2024)

The tax index for tax administration is characterized by increased burdensomeness, with its value increasing by 0.15 during the period under review and reaching 2.77 in 2024. Among the respondents, 44% consider domestic procedures for administering taxes, fees, and contributions and preparing tax reports to be too burdensome, 41% consider them satisfactory, and only 15% of the experts surveyed note their convenience and ease (Tax index, 2024). Most often, dissatisfaction stems from the excessive time spent on preparing reports and paying taxes, frequent changes in tax legislation, and its complexity and confusion.

Despite the widespread digitization of operations and the use of modern technologies for tax payment administration, the quality of tax services also tends to decline, from 3.04 in 2023 to 2.93 in 2024. In 2024, 37% of respondents are dissatisfied with the quality of tax services, 43% rate it as satisfactory, and only 20% of respondents are satisfied with the services provided by the tax authorities. The tax burden on taxpayers, as a basic component of the tax index in Ukraine, is expected to increase in 2024, as indicated by a score of 2.7 points compared to 3.63 points in 2021 with only 7% of experts indicating that they did not feel an increase in the tax burden compared to previous years, and 41% of respondents noting a significant increase. Among the most significant manifestations of fiscal pressure on taxpayers were noted: "the incomprehensibility and complexity of tax legislation, unreasonable information requests from regulatory authorities, artificial blocking of tax invoices, etc." (Reports on the implementation of the State and local budgets of Ukraine, 2018).

From the perspective of deviant behavior by both taxpayers and public authorities, tax evasion extends beyond the fiscal sphere. In addition to reducing public revenues, widespread financial abuse and tax fraud distort economic relations between all economic actors, stifle business activity and healthy competition among conscientious taxpayers, and create a breeding ground for corruption and usurpation of power, which hinders the country's economic growth. Corrupt practices and abuse of office create a transitive system of "reinvesting" withdrawn capital into the political structure of the new

electoral process, forming a closed circle of oligarchic clans and their ability to parasitize on public finances contrary to the interests of society.

One of the key factors influencing taxpayers' financial behavior and their transition to the shadow economy is the level of tax burden, which reduces taxpayers' and fee payers' tax capacity. It is paradoxical that there is no high level of tax burden and its encumbrance according to the source of payment, but rather a comparison with the indicator of financial losses, provided that tax fraud is detected, and it is possible to agree on this point with the controlling authorities. In this particular case, the payment of penalties *de facto* and *de jure* is regarded by taxpayers as a kind of "incentive". In behavioral finance theory, this phenomenon corresponds to the "restraint effect", whereby the taxpayer's financial decisions are made in favor of greater benefit to him. Over time, a persistent belief in the advisability of tax evasion through fraud shapes the corresponding type of financial behavior until there is a radical change in the 'cost-benefit' ratio, which corresponds to the theory of "cumulative perspective" in conditions of uncertainty. Avoiding excessive costs characterizes the taxpayer's behavioral responses as natural, since the unwillingness to lose their own financial resources encourages citizens to take risks. Therefore, tax evasion becomes an inertial flow and requires the least resistance and effort from the evader, accompanied by a minimal opportunity to change financial behavior. This model of behavior is described in behavioral finance theory as framing, which involves cognitive bias within certain limits.

Factors influencing the propensity for deviant behavior by taxpayers and public authorities include certain stereotypes and norms of behavior, both individual and socially constructed. In a society where the results of control measures to detect significant amounts of financial abuse are part of demonstrative measures that rarely bring the case to its logical conclusion through compensation for financial losses to the budget and criminal liability for crimes committed, no radical changes can be expected. A telling example of the presence of such phenomena in the domestic tax system is the conclusions of the expert group (Getman, 2017) on the detection of tax fraud through a tax credit scheme used by enterprises in the real sector of the economy in 2017-2024. According to the results of the audits, only 23% of budget losses were offset, while the rest of the identified abuses were ignored.

The described stereotypes of financial behavior are confirmed by crowd psychology or mass consciousness theory in behavioral finance, where public consciousness and established behavioral stereotypes of abuse and fraud are often the norm of financial behavior, both at the level of the individual and at the level of public perception.

Factor analysis of the formation of financial behavior of economic entities confirms the negative aspect of the instability of tax legislation, violations of which often occur due to inconsistency and untimely information, complexity, confusion and ambiguity of their interpretation, which generates distrust in the activities of public authorities, the formation of stereotypes of incompetence of regulatory authorities in the public, the opacity of their activities and the legal vulnerability of taxpayers. Distrust of public authorities can become a significant lever in the decision to seek ways to evade taxes. The outlined financial behavior of taxpayers is described by the theory of expected utility, which states that the lack of reliable and timely information and the stereotypes formed by society regarding the activities of public authorities prevent rational decision-making and the formation of conscious financial behavior.

DISCUSSION

The results of the scientific research contribute to the development of a new direction in financial science – behavioral finance – in terms of defining the behavioral dimension of tax finance within the fiscal space of the country. They are based on the results of previous studies by the authors, which examined theoretical concepts, practical cases, issues of public finance functioning in the context of modern challenges and threats, and the feasibility of actively using theoretical postulates of behavioral finance in the process of forming a new model of public finance management. A range of discussion issues regarding the theoretical and practical conclusions of scientific research by scientists is considered in the "Results" section of the publication. In particular, the relevant positions of scientists regarding the consideration of behavioral factors in the construction of strategic guidelines for the development of household finances and business finances are emphasized (Thaler, 2018; Nikiforov, Marych, 2023; Karpinsky, 2020). However, these scientific studies prevail in the field of personal and business finances, limiting the behavioral aspects of public finances. It should be noted that in recent years, scientific interest in the study of behavioral reactions of participants in the fiscal space of public finances has been revealed through the prism of their separate directions: the formation of a participatory budget (Lobodina, Kizyma, et al., 2022), the activation of citizen participation at certain stages of the budget process (Lunina, 2020; Ruda, Martsenyuk, 2024; Sydor, 2025), research into the fiscal patriotism of the nation (Karpinsky, 2020), tax evasion and the irrationality of the financial behavior of participants in the fiscal space (Barabash, 2021; Koc, 2019; Valihura, Sydor, Slatvinska, et al., 2025). During the discussion, the authors defined their own position on a comprehensive approach to researching the

behavioral dimension of tax finances, which made it possible to construct a two-dimensional behavioral decomposition of tax finances in terms of outlining the vectors of financial behavior of all participants in the fiscal space; to model the dependence of budget losses on the results of evasion of tax obligations, to determine the causes, motives and moral and ethical basis for making deviant financial decisions, and to identify management opportunities to influence the irrational financial behavior of fiscal space actors.

CONCLUSIONS

The set of facts outlined above allows us to conclude that the effectiveness of the tax system is directly dependent on the behavioral responses of taxpayers and their conscious choice to pay taxes and understand the necessity of this process, which is emphasized by the voluntary nature of mandatory payments. The long-term reform of the domestic taxation system and the activities of public authorities in this area, the transformation of public administration models into an effective service state format, requires the establishment of close cooperation between the authorities and taxpayers in accordance with the needs of the latter. This vision allows us to focus on the leading role of behavioral factors in building effective tax policy and harmonious development of the tax system, from the stage of establishing cooperation with taxpayers to the positive effect on filling public funds.

The ideological direction of building an effective fiscal policy is in line with the national interests of each country, but it can be stated that they all unquestionably fall into two areas: the organization of the taxation system in the context of fiscal provision for public funds and the stimulation of entrepreneurial initiative, and the expectation of behavioral responses from taxpayers regarding voluntary payment and the elimination of tax evasion. In addition, taking into account the behavioral aspects of taxpayers, in particular their behavioral responses to changes in the taxation system, is quite important for understanding the macroeconomic consequences of legislative initiatives in the short term, which has a direct impact on all economic processes in the country.

Thus, the formation of an effective fiscal policy requires taking into account the expected effects of its implementation, the content of which involves ensuring the growth of public revenues, adherence to the principles of fairness, simplicity, efficiency and flexibility of the taxation system, capable of responding to the challenges of the times, manipulating (in a positive sense) tax instruments, taking into account the possibilities of changing the financial behavior of taxpayers, forming trusting relationships with them and providing quality services. For Ukraine, in addition to the above, the development of an effective tax policy should take into account, on the one hand, ensuring the performance of public authorities' national functions and, on the other hand, the use of incentives to stimulate the real and financial sectors of the economy, promote the growth of the potential of domestic and foreign investment processes, and increase the competitiveness of the country's economy in the global market.

Prospects for further research lie in the advisability of developing a methodology for assessing the results of financial behavior depending on the vectors of its manifestation (honest and deviant), as well as in terms of fiscal space entities.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

All authors have contributed equally.

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ПОВЕДІНКОВИЙ ВИМІР ПОДАТКОВИХ ФІНАНСІВ: КЕЙС УКРАЇНИ

Поведінковий вимір податкових фінансів забезпечують індикатори результатів фінансової поведінки суб'єктів спільної діяльності (органів публічної влади, платників податків). Від вибору вектора фінансової поведінки цих суб'єктів залежить ефективність реалізації фіскальної політики, функціонування податкової системи, успішність новітніх реформ у царині публічних фінансів загалом. Метою цього дослідження є обґрунтування впливу поведінкових факторів суб'єктів фіскального простору на наповнення публічних фондів і прояви девіантної поведінки через ухиляння від виконання податкових зобов'язань, корупційні дії, шахрайство та зловживання з податковими фінансами.

У статті визначено вплив публічних інститутів та інституцій на формування сприятливого фіскального середовища функціонування публічних фінансів як царини спільних взаємодій і комунікацій між суб'єктами економіки. Доведено, що в середовищі фіскального простору ці суб'єкти здатні обирати різнополярні вектори фінансової поведінки шляхом ухвалення рішень щодо превалювання вибору в забезпеченні власних індивідуальних інтересів (девіантна поведінка) або ж узгодження інтересів усіх суб'єктів економіки та задоволення публічних інтересів суспільства (доброчесна поведінка).

Проведено аналіз впливу податкових ініціатив органів публічної влади за останні роки на наповнення централізованих фондів і на ухиляння від виконання податкових зобов'язань. Подано характеристику найбільш типових схем ухиляння від оподаткування з аналізом бюджетних втрат за роками. Визначено причини, мотиви та морально-етичне підґрунтя процесів ухиляння від оподаткування відповідно до теоретичних постулатів поведінкової економіки. Подано оцінку податкового індексу України. Окреслено перспективи врахування поведінкових аспектів при формуванні нової моделі управління публічними фінансами в частині налагодженні співпраці інституцій публічної влади з платниками податків і громадянським суспільством, зміцнення довіри до владних інституцій у сучасних і повоєнних намірах макроекономічного зростання нашої держави.

Ключові слова: публічні фінанси, фіскальний простір, податкові фінанси, ухиляння від сплати податків, поведінкові фінанси, фінансова поведінка, фіскальна політика, податкове навантаження

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