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International Scientific and Practical Online Conference

“Imperatives of Economic Growth in Ukraine and in the EU in the Context of Sustainable Development”

*Materials
International scientific-practical conference
(Ukraine, Sumy, October 26 - 29, 2021)*

*Sumy
Sumy State University
2021*

УДК: 330.3:005(063)
Авторський знак: S70

Editor-in-Chief Prof., Dr. Karitseva Oleksandra, head of the economics,
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Scientific event approved by the order 0609-VI from 24.09.2021

Socio-Economic Challenges : Proceedings of the International Scientific and
Practical Conference, Sumy, October 26 – 29, 2021 / edited by Karitseva
Oleksandra and Kubatko Oleksandr . – Sumy : Sumy State University, 2021. – 180
p.

Proceedings of the International Scientific and Practical Conference
‘Imperatives of Economic Growth in Ukraine and in the EU in the Context of
Sustainable Development’ are devoted to finding a systemic solution to
multidisciplinary problems in the field of sustainable development and economic
growth with account to EU studies.

For scientists, scientists, students, graduate students, representatives of
business and public organizations and higher education institutions and a wide
range of readers.

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between the polluters and authority and that the optimal structure is not important. In 82.5 per cent of the cases, the optimal solution was identified.

At the end of each run of the experiment, the participants completed ex-post questionnaire on their understanding of the experiment and perception of cooperation within their group. This was done to assure that there were no loopholes within the experiment design and to study details about subjects' strategies. FuzzySet Qualitative comparative analysis (fsQCA) was used to study the results of the questionnaires. This analysis suggested that cooperative strategies of the participants were demonstrated to be overwhelmingly more successful than selfish strategies.

In the mean-time, i.e. during the work on the theory and verifying it on economic laboratory experiments, over 20 cases where municipalities created coalitions, negotiated subsidies and built common waste water plants were appeared. It will be very interesting to compare the practice with the theory deduced in a future research project.

The presented paper was developed with the support of the Czech Science Foundation (GACR), project No. 16-01687S: "Novel approach to seeking cost/effective water pollution abatement: Developing reverse combinatorial auctions theory".

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TRANSFORMATION OF COUNTRIE'S INDUSTRIAL POLICY IN THE 20's. XXI CENTURY

Industrial policy is any type of intervention or government policy aimed at improving the business environment or changing the structure of economic activity in favour of sectors, technologies or solving problems that can ensure economic growth or social well-being.

Industrial policy is implemented using vertical (selective) and horizontal (functional) models. The vertical model includes direct measures to support specific industries, technologies and areas of activity — subsidies, public procurement, customs, tariff measures, and others. It aims to change the structure of economic activity in favour of specific sectors. The horizontal model of industrial policy is implemented through a system of incentives that activate a

certain target orientation of economic agents from different industries and spheres of activity. For the most part, the horizontal model includes indirect measures of innovation, aimed at improving the business environment[4,5,11,12], to support the efficiency of markets.

In the twenties of the XXI century, the pandemic, the fourth industrial revolution and the accumulation of technology of the fifth industrial revolution are changing the industrial policy of countries. For example, in 2013-2017, France implemented the New Industrial France policy, which included priorities: innovative workplace, health, intellectual mobility, revival of national industry, positioning of French companies in 9 markets (data economy, digital trust, "Smart" facilities, food production and cities, new resources, environmental mobility, medicine and transport of the future). In 2018-2022, France's industrial policy is called the "Big Investment Plan". It provides for structural reform of the economy in 4 areas - environmental transformation (resource-efficient buildings, environmentally friendly transport, renewable energy sources), education and employment, innovation and competitiveness (science, innovation in business, agriculture, food industry, etc.), the digital state.

In 2010-2025, China is pursuing a policy of accelerating the development of new strategic industries with priorities for social welfare and sustainable development through the formation of new points of economic growth, job creation, meeting the needs of the population, forming a society focused on resource conservation and environmental protection. In 2015 (until 2025), China launched another "Made in China 2025" program, which provides for an increase in the share of key materials and components produced in China; industrial development based on innovation, improving the quality and efficiency of production, "green" development, optimizing the structure of industry, the transformation of China into a leader in the industrial world.

The new EU industrial strategy (2020) has a two-pronged strategic focus, which includes: 1) implementation of the European Green Deal roadmap aimed at more efficient use of resources, formation of a waste-free economy, restoration of biodiversity and reduction of environmental pollution; 2) ensuring world leadership in digitalization processes (Belov, 2020).

The European Commission considers it necessary to create an industry that would be more environmentally friendly, digitized and able to maintain leadership in an internationally competitive environment (European, 2020). The main areas of EU industrial development under the new strategy are promising products and technologies, raw materials, pharmacology, food, infrastructure, security, defence and space, digital communications, industrial intra-industry and inter-industry cooperation (as example, in alliances on the basis of product characteristics of key economic entities). A set of measures to implement the new industrial strategy involves active support of digitalization processes; stimulating the formation of a

closed-cycle economy; continuous training and retraining; improving the investment and financial support of the planned transformations.

Thus, in the twenties of the XXI century, the industrial policy of the leading countries in economic development is based in most cases on indirect horizontal measures that develop the industry as a whole, rather than its individual sectors. For the most part, the basis of industrial policy is innovative developments that can both improve the situation of economic agents in existing markets and create new markets (such innovative developments as neurotechnology, biomonitoring technology, 3D bioprinting, artificial intelligence, functional personalized nutrition, etc.) [3,6,7,8,9,10]. That is, industrial development measures are synchronized with the goals of innovation policy.

Also, the industrial policy of these countries focuses on the Sustainable Development Goals, providing for the creation of an environment conducive to the lives of present and future generations.

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RELATIONSHIP "INNOVATIONS-BRANDS OF COMPANIES-SUSTAINABLE DEVELOPMENT OF TERRITORY"

Innovation is one of the territory's sustainable development elements. This statement is due to the fact that innovations determine the possibilities of technological renovation of the territory, the development of information and communication technologies, improve the availability of services, comfort of life in general, produce innovations in most of companies.

Modern business have to be innovative. New strategies, new technologies, new ideas are crucial for success in a changing world. Accordingly, innovations become part of companies' brands. There is a chain of relationship "innovation-