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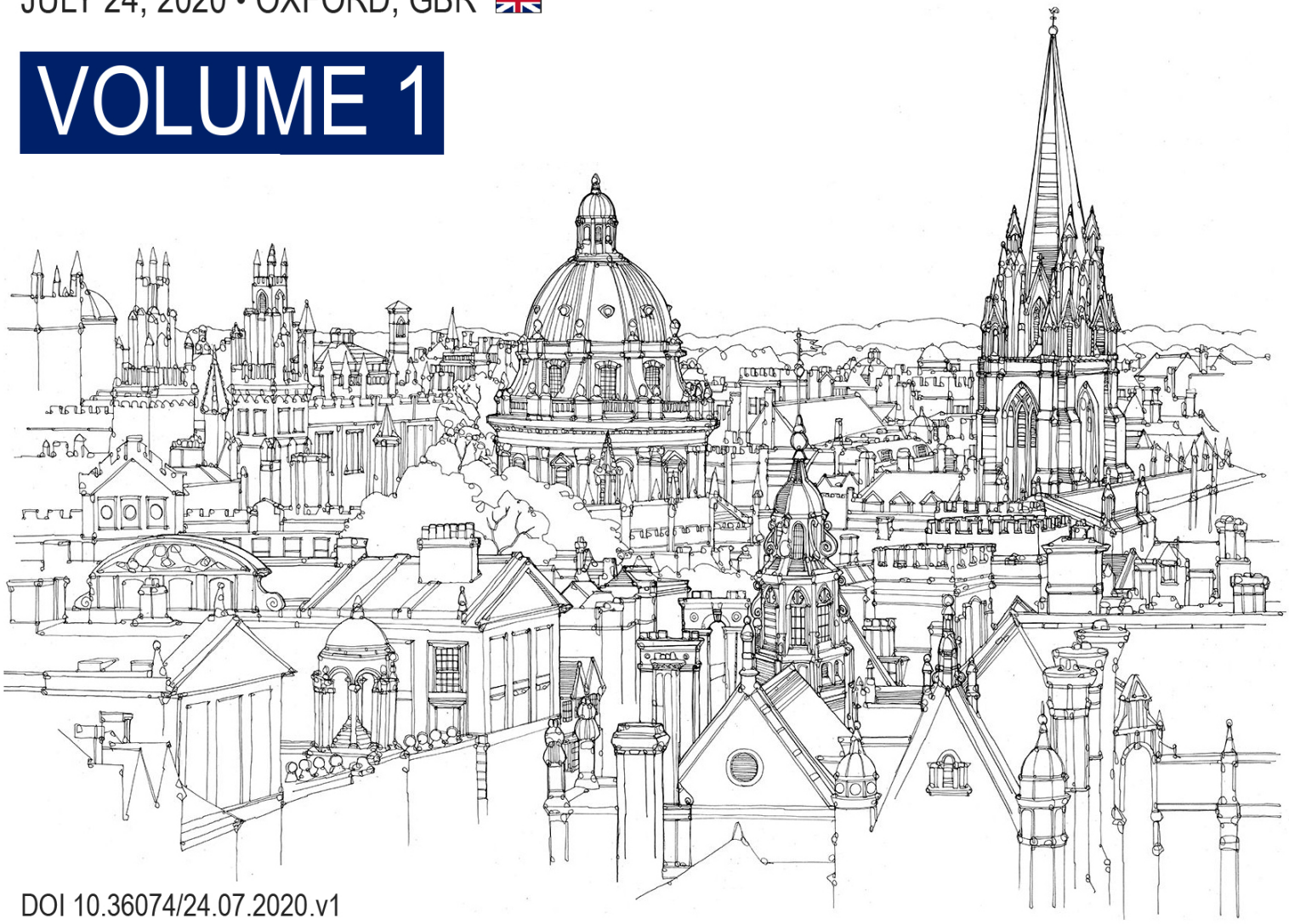
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WITH PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

THEORETICAL AND EMPIRICAL SCIENTIFIC RESEARCH: CONCEPT AND TRENDS

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How to fix these problems? Here some solutions can be offered:

1. Development and consistent, most effective implementation of state environmental policy. This task should be resolved within the framework of the constant ecological function of the state.

2. Forming and development of modern ecological legislation:

- creation of a system of special legislative acts in the field of the environment, acts of natural resource legislation and the greenspace expansion of other legislation.
- the formation of mechanisms to ensure the implementation of legal environmental requirements.
- harmonisation with the environmental laws of Europe and the world.

3. Ensuring optimal funding of measures to ensure rational nature management and environmental protection and high investment effectiveness. [4, p.299].

Finally, it is vital to form an ecological responsibility, individual and social, based on the conception of a harmonious relation between man and nature, man's dependency on nature and responsibility for its conservation for future generations. Each person should start from himself, to contribute desire to change ecological situation for better in order to have happier and cleaner live for further generations.

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SOCIAL CAPITAL AND THE PROBLEM OF ITS MEASUREMENT IN THE CONTEXT OF SOCIAL AND ECONOMIC DEVELOPMENT

ORCID ID: 0000-0003-0693-5889 **Svitlana Kapitanets**
Ph.D. (Educ.), Associate Professor, Senior researcher fellow at the Department for the improvement of counteraction to customs offenses
Research Center of Customs Affair of Research Institute Fiscal Policy of University of State Fiscal Service of Ukraine, Khmelnytskyi
UKRAINE

The concept of "social capital" is central to a number of social and economic categories. It shows significance for society and social communities, as well as for the functioning of all their elements and industries: economics, politics, education and the spiritual sphere, thus being an integral characteristic. Social capital is the next stage in the evolution of human capital, in which communications within established communities, due to the accumulation of a certain level of trust and mutual responsibility, acquire a synergistic ability to form a new resource. At the same time, insufficient development of social capital, especially in conditions of political and

economic instability in the state, may lead to: increased risk of the formation of an oligarchic model of interaction of economic entities; weakness and ineffectiveness of the reform policy due to lack of trust in the state; imbalance of market regulators and establishment of inefficient balance on the basis of extractive institutions (in particular, shadowing of the economy); reducing the productivity of human capital due to the motivation of owners of factors of production to their maximum efficient use, the loss of part of the national wealth, which could be formed through the use of institutional factors of value formation in consumption [1].

One of the conditions for the development and improvement of social capital is a high index of social freedom and investment in the development of active and conscious people, the formation of a tolerant attitude to new vectors of social development, filling with new content the role of man in the life of the state, the main feature of which is a high level of social responsibility to society.

However, despite the importance of social capital, the further development of the concept was at some point in a dead end, there were problems with the measurement of social capital. After all, insufficient study of this social phenomenon, as well as the lack of unanimity in its, understanding still prevent the development of a universal methodology that will record it in quantitative terms. By the way, Fukuyama draws attention to this in one of his articles: “One of the biggest shortcomings of the concept of social capital is the lack of consensus on how to measure it. Today, there are only two main ways: first, to conduct a census of participants in a particular community or association and, secondly, to use data on the level of trust and civic activity” [2].

Recall that researchers, who have long been engaged in measuring social capital, usually distinguish four “levels” of this procedure: it is the analysis of micro, meso, macro and nano level [3]. At the micro level, the contribution of social capital to the well-being of the individual is measured: this is the approach used by P. Bourdieu when he wrote about the benefits that a particular person receives from social capital. Regarding the accumulation of social capital at the meso level, it follows from the interaction between different social groups, which affects the overall social and economic stability of society. Further, at the macro level, social capital is analysed in relation to specific communities, countries and regions: it is about the same as what R. Putnam did in relation to Italy. Finally, the nano level study of social capital is there. Nano level research on social capital is extremely rare, but it is also noteworthy because it affects relationships within the family as the primary source of human socialization. It is worth noting, however, that the interpretations of micro, meso and macro level studies of social capital by different scientists are extremely different and it is very far from true unanimity here.

The same applies to specific indicators for measuring social capital. Here, researchers use different systems, but the universal matrix has not yet crystallized. In particular, R. Putnam offers the following indicators for measuring social capital:

1) the total number of groups – trade unions, sports clubs, literary, youth societies, political clubs, national associations – in civil society (coefficient *n*);

2) change in the number n over time (coefficient *t*);

3) indicator for measuring the level of “internal unity and collective action”, which is determined subjectively and evaluates the internal relations of existing groups (coefficient *c*) [4].

The bias of such schemes is quite noticeable. And this is the main stumbling block that threatens to destroy the social and political structure. The introduction of additional subjectivist criteria does not save the situation. For example, F. Fukuyama,

who uses to fix the amount of social capital, about the same indicators as R. Putnam calls “radius of distrust”, supplementing them with a coefficient. This indicator, according to its inventor, should describe the external impression of society about a particular social group (a particular community). Its use should demonstrate that, for example, a highly disciplined extremist group, by producing negative social capital, will reduce the social capital of society as a whole because its distrust radius is too large. Similar communities are, for example, the Ku Klux Klan, the Sicilian Mafia, and Al Qaeda. In other words, the higher the number of criminal, radical, extremist organizations in a particular society, the smaller the amount of social capital.

The World Bank mainly uses, despite some criticism, an individualistic approach to measuring the social in a research program on sustainable development of countries and regions, and most economic and sociological models. In particular, individual indicators of social capital are included in the questionnaires of the World Values Survey. These include: How many of your neighbours do you know by name? Do your neighbours take care of your apartment during your vacation? Do you often come across friends in stores? How many acquaintances do you have? Do you often talk on the phone with relatives? Do you invite colleagues to your home? How many times have you sought advice from other people in the last three months? Do you consider your area safe? Do you think that the police in your city can be trusted? Do you know who is a local representative from your constituency? How tolerant are you of people whose behaviour and habits are very different from yours? The legitimacy of averaging such indicators is problematic, as any aggregation loses the effect of sociality, coherence.

One of the indicators of social capital is belonging to groups, the presence of contacts. However, the quality and intensity of these contacts are determined by factors that do not belong to the theory of social capital. Yes, the usefulness of weak links increases inversely with market development. The presence of structural holes in social ties is quite significant in a highly competitive environment. Artificial maintenance of structural holes reduces the level of mutual trust and thus reduces social capital. The relationship between the measured number of contacts in the social network, the number of groups and induced social capital is non-trivial and mediated by many variables. And empirical research in Eastern Europe often uses ambiguous or archaic indicators of affiliation, not adapted to the present, and therefore the results of such a measurement of social capital is questionable [5]. This does not take into account the effect of generations, changes in living conditions and lifestyle, the development of means of communication, economic conditions (transport communications, digitalization and the presence of the private sector).

In general, the rather high level of subjectivity in various measurement methods, including those developed by such reputable organizations as the World Bank, has so far prevented the study of social capital on a solid scientific basis. At the same time, the constant growth of the importance of social capital as a factor of social and economic development necessitates the measurement of this factor of the Global Competitiveness Index, which is calculated by the World Economic Forum (hereinafter – WEF). Methodology of “4.0” WEF provides for the addition in the subsequent block of the “Institution”of sub-index “Social Capital”. The latter is based on three separate indicators: generosity among the population – as the average percentage of people who: (a) donate money, (b) are volunteers, (c) help strangers; trust among the population – the indicator is obtained from the answers to the World Value Survey “Could you say that most people can be trusted, or should be more careful in dealing with people?” and is calculated as the proportion of respondents

who answered “Most people should be trusted”; E-Participation Index – evaluates the use of online services to facilitate the delivery of information from government to citizens (dissemination of electronic information), interaction with stakeholders (electronic consultations) and involvement in decision-making processes [6].

Summarizing all the above, we conclude that social capital has great importance for the management of society. This category is actively used by sociologists, political scientists, economists, anthropologists, despite all the criticism of the infinite comprehensiveness of the concept. Therefore, the question of the methodology of measuring social capital remains extremely important and at the same time remains open. Adequacy of measuring and assessing the level of social capital will not only determine its quality in terms of ability to strengthen the productivity of human capital, but also allow to predict and model its development, taking into account the dynamics of change and features of external and internal factors.

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ЛЮДИНООРІЄНТОВАНИЙ ПІДХІД В УПРАВЛІННІ РОЗВИТКОМ ОБ’ЄДНАНИХ ТЕРИТОРІАЛЬНИХ ГРОМАД

ORCID ID: 0000-0001-8157-7896 **Чайка Анжеліка Валеріївна**
аспірантка кафедри публічного управління та регіоналістики
Одеського регіонального інституту державного управління
Національної академії державного управління при Президентові України

НАУКОВИЙ КЕРІВНИК:

ORCID ID: 0000-0002-8739-8204 **Крупник Андрій Семенович**
канд. політ. наук, доцент, доцент кафедри публічного управління та регіоналістики
Одеського регіонального інституту державного управління
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Ціннісний орієнтир створення об’єднаних територіальних громад (ОТГ) в умовах децентралізації спрямований на забезпечення комфортних умов проживання людей, задоволення їх потреб, реалізацію інтересів через надання якісних послуг в кожній територіальній громаді. Такий людиноорієнтований

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Contact details of the organizing committee:
21037, Ukraine, Vinnytsia, Zodchykh str. 18, office 81
NGO European Scientific Platform
Tel.: +38 098 1948380; +38 098 1956755
E-mail: info@ukrlogos.in.ua
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