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MANAGEMENT OF THE CIVIL SERVICE IN THE CONDITIONS OF INTERNATIONALIZATION FOR THE SUSTAINABLE DEVELOPMENT OF SOCIETY

The latest approaches to determining the effectiveness of public administration are related to taking into account the trends of the military state and require a transition to the manager-manager model of public administration [1]. It is important to ensure control over compliance with executive and official discipline, including by combining methods of persuasion, education, and encouragement with measures of disciplinary responsibility. High educational potential is the most valuable asset of the country. During the hostilities, the actual number of civil servants was 166,752 (of which 136,000 worked full-time, 12,000 – remotely); since February 24, 5,691 people left abroad, and 16,696 people were released during the period of martial law. Accordingly, the number of vacant positions is 34,265.

Without the active regulatory role of the state, the market will destroy itself and turn into a monopoly, which will become a threat to the reproduction of new goods and services, as well as to technical progress. It is known that most of the novelties that determine the state of the modern economy, humanity received thanks to the state order and state plan and not the market.

The formation of a safe and continuous educational environment requires the solution of several problems: the disclosure of the organizational and legal foundations of the education of civil servants in the conditions of a military challenge; determining the current trends in the formation of personnel potential in the field of public service; to reveal the peculiarities of the professional development of civil servants in the process of career growth, taking into account the standards of the European Union; outline the effective aspects of digitization, implementation of HR strategies and HR branding in the activities of state bodies.

At the same time, education is a driver of an innovative economy and a mechanism capable of ensuring the reproduction of human potential. The organization of training of public servants on European integration issues is an important direction of strengthening the capacity of the civil service within the framework of the implementation of the project "Support of the comprehensive reform of public administration in Ukraine", which is financed by the European Union. In practice, it is important to study the legal norms of 35 institutes that are being formed in each branch of the law of the European Union. For this:

Firstly, as part of the cooperation of the Government Office for the Coordination of European and Euro-Atlantic Integration, the National Agency of Ukraine for Civil Service, Natolin4Capacity Building, and the College of Europe in Natolin (Warsaw) in Ukraine, the educational platform Natolin4Capacity Building was launched [2] with online programs for public servants. In 2022-2024, on this educational platform, public servants will be able to study 16 online courses on various aspects of the functioning of the European Union and the development of relations between the European Union and Ukraine. The topics and content of the courses are determined based on a study of educational needs.

Secondly, we share the point of view that competition in education is not only competition in mastering knowledge, but also always competition for excellence, performativity in academic virtues [3, pp. 54]. In this context, the Memorandum on cooperation between the National Agency of Ukraine for Civil Service and the National Institute for Strategic Studies deserves attention. The memorandum certifies intentions regarding cooperation in the field of professional training, providing methodical, consulting, and informational support to civil servants, heads of local state administrations, their first deputies and deputies, officials of local self-government, and deputies of local councils. This will contribute to the further development of mutually beneficial cooperation and the involvement of representatives of state bodies, local self-government bodies, enterprises, institutions, and organizations, as well as independent experts.

Thirdly, in the context of the adaptability of the rules of interaction of the state with citizens and businesses following the standards of the European Union, it is important to use modern platforms and develop appropriate online courses for civil servants. In practice, the online course "General Administrative Procedure" was created to help civil servants and local self-government officials understand the new rules and procedures and prepare in time for the entry into force of the Law of Ukraine "On Administrative Procedure" in December 2023 [4]. Studying the general rules of interaction of the state with citizens and businesses will allow you to learn the following provisions: who is subject to the general administrative procedure; how to apply the new rules in practice; who can be considered an "interested person"; how to start administrative proceedings and prepare the corresponding act.

The ability and ability to assimilate and create new knowledge and technologies is an important component of human potential. Knowledge itself is one of the main factors in the financial stability of the state and the financial self-protection of citizens.

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