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**MECHANISMS OF THE STATE REGULATION
ON THE MARKETS OF NON-BANKING FINANCIAL SERVICES
OF THE FOREIGN COUNTRIES**

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The article examines the existing models of state regulation of non-banking financial services markets, including institutional, functional, integrated models and the Twin Peaks model. The lack of an optimal model for regulating and supervising markets financial services are associated with the complexity of the optimal integration of micro- and macro-regulatory regulation and consumer protection in the regulatory system. Analysis of the results of studies on the evaluation of the choice of the system of state regulation of the markets for non-banking financial services demonstrates the impossibility of applying unified approaches in the development of regulatory systems for these markets by states.

Key words: macro- and microprudential regulation, consumer rights protection, mega-regulator, sectorial supervision, non-banking financial services markets.

**THE OPTIMAL MODEL OF THE RELATIONSHIP BETWEEN
PRESIDENTIAL AND PARLIAMENTARY POWER STRUCTURES
IN UKRAINE AS A CONDITION FOR MODERN TRANSFORMATION**

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The imitation of transformations to postsoviet Ukraine became a screen after which a large capital opened out a fight for a property and control above money streams. Visible part of iceberg is a fight for the redistribution of plenary powers between Parliament, Government and President, became the reflection of more deep processes. And that is why introduction of optimum model of mutual relations between presidential and parliamentary imperious structures in Ukraine is the basic condition of the real without alternative transformations.

Key words: president, parliament, government, imperious structures, Constitution, postsoviet legacy, opposition, institutionalization of social and political relations.

PECULIARITIES OF THE TRANSFORMATION OF THE PARTY SYSTEM IN THE CZECH REPUBLIC (1993–2015)

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The process of formation and development of the multiparty system of the Czech Republic is characterized in this article. The author studies the main tendencies of the party political life of the Czech society. The part of the political parties in the electoral process is also examined and the results of the elections to the Czech Parliament are analyzed by the author in the article. On the basis of studied material and personal investigations the author came to the conclusions that a fixed party system of the West European form was established in the Czech Republic. The thesis is proved that the process of the democracy consolidation in the Czech Republic is not finished, as the phase of the party system consolidation is still on the final stage of the development.

Key words: party system, transformation, political party, multiparty system, Czech Republic.

POLITICAL CROWDFUNDING AS ONE OF THE INNOVATIVE SOCIAL TECHNOLOGIES

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Political crowdfunding is one of the innovative social technologies. Its important feature is lack of traditional intermediaries in financing: investor cooperates directly with the recipient. The uniqueness of crowdfunding is that this funding instrument, using Internet technologies, allows quick getting of small investments from a large number of people to support the project. Rate of political crowdfunding, as an effective tool of capital involving, increases. Thanks to the rapid development of information technology, new attractive financing opportunities became available for the policy investors.

Key words: crowdfunding, political crowdfunding, social technologies, Internet technologies.

A COMPARATIVE ANALYSIS OF THE EVOLUTION OF PARTY SYSTEMS OF UKRAINE AND ROMANIA

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The destruction of the communist political system in the late XX century marked the beginning of large-scale social transformation in different regions of Europe. The transition from authoritarian regimes to democracy includes radical reforms in all spheres of public life. Thus the transformation of party systems in transitional societies was one of the conditions for establishing a consolidated democratic regime. Purpose of the article – compare the evolution of party systems Ukraine and Romania and describe the main factors that have determined these processes.

Key words: political party, party system, Ukraine party system, Romania party system, parliament elections.

**THE IMPACT OF EUROPEAN INTEGRATION PROCESSES
ON THE CONTEMPORARY TRENDS IN THE DEVELOPMENT
OF POLITICAL PARTIES IN UKRAINE**

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The study is devoted to the analysis of the role of Ukraine's political parties in the implementation of the European integration course of state development. It is proved that the participation of political parties in these processes remains insufficient and completely dependent on internal contradictions. Also, the study takes into account the fact that the head of state remains the most influential institution in the development of political decisions. But, the political party in the context of the European integration reform also remains a key player, because it is entrusted with the mandate of forming the legislative branch of power, which also entails participation in the implementation of the state course. But, the essence of the Ukrainian specifics is that the head of state and political parties see the processes of European integration, as well as the implementation of the state course in different ways, which leads to the creation of several vectors of the same course of development of Ukraine.

Key words: political party, state development course, eurointegration, political crisis, head of state.

POLITICAL PARTICIPATION AS INSTITUTIONALIZATION OF POLITICAL FREEDOMS

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In article political participation of citizens of Ukraine through a prism functional institutional political freedom in modern Ukraine is investigated. It is shown, that for full realization of freedom the society should seize rationally social processes, as the main condition of it responsible participation of the people which destinies depend on their decisions acts. The basic form of political participation is examined is involvement of citizens to forming of representative public authorities by voting on elections of different level. It is well-proven that active political voice of citizens enables to provide realization of political freedoms subject to condition, if an autonomous person which owns freedom realizes itself part of association of equal to itself citizens.

Key words: political participation, democracy, civil society, volunteering, freedom.

SPIRITUAL ASPECTS OF THE SOLIDARITY CONCEPTION OF THE STATE AS A HARMONY BETWEEN THE GENERAL AND THE INDIVIDUAL

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The idea of solidarity in the context of socio-economic development of European countries is considered. The emphasis is on the spiritual aspects of this concept, including – in the religious teachings. It is shown, that the ratio of individual and collective – the main feature of solidarity, which distinguishes it from liberalism and socialism. It is possible to introduce the balance and harmony between the three elements of society – corporations (employers), the people (employees) and the state. Examples of positive experience of European countries in this regard.

Key words: solidarism, state, socialism, liberalism, religious concepts, relation of individual and collectivism.

ON INFORMATION UPDATING IN EDUCATION

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Continuous reform and modernization in the organization of national information communication environment under the influence of new information communication technologies has become today one of the main factors of life of the state and society. The peculiarity of the formation of information communication environment, except the definition of information communication component in the work of citizens, is the formation of new outlook on processes of knowledge creation and innovative information processing as a resource and organization of effective communication to provide various information services. There is no doubt that the work with information under the active introduction of new information communication technologies creates new information technology realities in all areas of human activity. They usually have a high-tech and sophisticated content, and therefore one of the most pressing problems of science and education today is mobilizing of theoretical, methodological and practical knowledge, accumulated by the mankind for organization of conscious attitude to information and communication phenomena.

Key words: information, international information, information resource, innovation activity, communication, information communication technologies, national information legislation.

WHY DID NATO PERSIST AFTER THE END OF THE COLD WAR?

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Since the North Atlantic Treaty was signed in 1949, the global political agenda has shifted drastically. The new situation forced Western strategists to reconsider the architecture problem of the security of the Atlantic world. It could be either the replacement of existing institutions or their adaptation to the changed realities of the world. Thus, the problem of defining new functions of the Alliance in the changed situation in the Euro-Atlantic region has acquired an urgent importance. After the disputes of the late 1980s, the conclusion was made that NATO should be preserved but adapted to new conditions. Subsequent events have shown that after the disappearance of the bipolar system, the Alliance, which was one of its basic frameworks, not only preserved but also strengthened its positions and even acquired global significance.

Key words: threat, aggressor state, international policy hegemony, international politics, military confrontation, instrument of international security, sphere of influence.

THE DIFFICULTIES OF ADAPTATION OF BULGARIA TO THE EU MEMBERSHIP

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The article examines the integration of Bulgaria into the European Union and the initial period of development of the state in terms of this community. Analyzed the integration requirements of the EU to Bulgaria, changes and government teams and leading political parties. It is noted that the integration process, which is experiencing a state of ambiguous from the point of view of further development and end-results, large-scale protests of citizens, as well as the use of the enormous experience of modernization in all spheres of society, the transformation of government and of the Bulgarian economy to achieve the level of a member country of the EU.

Key words: Republic of Bulgaria, political parties, parliamentary and presidential elections, European integration, European Union.

TRANS-BORDER COOPERATION IN XXI CENTURY: CONCEPTUAL ISSUES

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In the article the conceptual analysis of trans frontal collaboration was considered on the new east border of European Union. In the article the European Union's policy regarding important component of its regional policy, i.e. cross-border co-operation, is considered. The scientific analysis of theory and practice of cross-border co-operation the European Union has a particular importance in the context of EU enlargement to the east. In the framework of scientific publication, the main conceptual issues of the policy of cross-border co-operation European Union after eastern enlargement of the European Union are investigated.

Key words: trans-border cooperation, concept, integration, geopolitical situation, border, Ukraine, European Union.

THE COOPERATION OF VISEGRAD GROUP AND UKRAINE

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The Visegrad Group is a group of four Central European countries. Poland, Hungary and Slovakia established it February 15, 1991. The Czech Republic, Hungary, Poland and Slovakia became part of the EU in 2004, and even after the accession to the EU they continued to exist as a single group. They gave more support to each other in a establishing European values. The Visegrad Group actively cooperates with Ukraine in various spheres and helps our country in implementing reforms. It also represents Ukraine in the international arena. An important factor is the cooperation in the format 4 + 1 in future. The Visegrad Four supports Ukraine's aspirations to become the part of the EU in future.

Key words: Visegrad Group, Ukraine, cooperation, EU, economy, politics.

**DEVELOPMENT OF THE CROSS-BORDER COOPERATION
IN THE CONTEXT OF UKRAINE'S COURSE TOWARDS EUROPEAN
INTEGRATION (FOR EXAMPLE BRANDING STRATEGY OF UKRAINE)**

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In this work there have been considered some aspects of cross-border cooperation in the context of Ukraine's course towards European integration. It is emphasized that the development of extensive cooperation on the borders with the EU creates for our country more flexible and stable international environment at the subregional level. One of the important objectives of the CBC, including government bodies and local government and NGOs was and is establishing adequate information and PR-support. It is noted that one of the main areas of image positioning Ukraine at the global and regional levels by promoting real democratic and economic reforms. However, in this direction after the events Euromaidan felt braking associated with poor quality of management decisions and quality the political class as a whole. An important factor that affects the image of Ukraine in the European countries is not only a proclamation course of accession to the EU in the future, but also forced suspension of serious economic cooperation and relations with Russia as the aggressor State. However, the article analyzed some aspects of cross-border cooperation in the framework of the program «Poland – Belarus – Ukraine 2014-2020», an important component of which is to strengthen innovation and branding strategies. Ukraine can even use appropriate financial resources from the EU Development Instrument, under which the 5 thematic funding programs. The author notes that in the framework of cross-border important dimension CBC is informative and innovative prognostic factor in forming favorable public opinion in the media, when the processes of social and economic cooperation deepened and expanded

under the influence of effective political actors through stable roles and institutional and legal regulations effective cooperation at the subregional level.

Key words: cross-border cooperation mechanisms, branding and PR strategy, public opinion, Ukraine and EU.

STRUCTURE OF RELIGIOUS SOCIETY IN UKRAINE

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Ukrainian society is characterized by confessional diversity, which is a manifestation of the real provision of the right to freedom of conscience and religion, as well as the principle of religious pluralism, enshrined in the Constitution of Ukraine and the Law of Ukraine “On Freedom of Conscience and Religious Organizations”.

Key words: society, state, church, confession.

FORCED INTERNAL MIGRATION IN UKRAINE: PROBLEMS OF COLLISION AND ADAPTATION OF REGIONAL MENTAL CULTURES

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The article has analyzed the problems of collision and adaptation of regional mental cultures through the forced internal immigrants of the East and South inhabitants of Ukraine to Zakarpattia due to “small” war for independence of Ukraine 2014–2015 with Russian occupying troops and separatists. The article under consideration has also given the conditions and consequences of adaptation of immigrants in a new regional environment; has identified characteristic peculiarities of heterogeneity processes of regional socialization and cultural adaptation and also possible threats of collision of mental and political cultures for sustainable development of civil society.

Key words: Ukraine, civil society, internal migration, immigrants, regional socialization, regional culture, regional identification, identity, mentality, adaptation.