

SECTION 3. MODERN PARADIGM OF STRATEGIZING / СЕКЦІЯ 3. СУЧАСНА ПАРАДИГМА СТРАТЕГУВАННЯ

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ACTUALIZAGTION OF COORDINATED INDUSTRIAL POLICY ISSUES: EUROPEAN UNION EXPERIENCE FOR GEORGIA

Abstract. *Against the background of increasing economic and financial, ecological crises in contemporary period, as well as the economic downturn caused by the Covid pandemic, research issues of developing new economic model have become very important, which should ensure sustainable and secure, inclusive development of world and national economies. In this regard, the most important focus is on the new industrial policy, on the basis of which it is possible to overcome crisis, backwardness and rapid development, as foreign experience shows. Solving these problems is the most important strategic goal for Georgia in the process of integration into the European Union. Consequently, the need to develop an industrial policy coordinated with the EU needs to be updated and its feasibility substantiated. Given scientific paper is dedicated to justifying this issue.*

Key words: *European Union, Georgia, Industrial Policy*

Introduction. The dominance of the financial sector has led to the deindustrialization of developed countries and made their economies vulnerable to destructive financial bubbles. Increased number of financial crises has also affected the Eurozone, especially in its periphery. In order to overcome market failures, to protect local industries and to stimulate regional development, as well as to create new industries related to the development of digital industry, it became necessary to pursue policies that support the long-term goals of society. The solution was considered to be a new industrial policy, the strategic level of which can be successfully implemented on the basis of coordination of various policies (competition, technology and innovation, education, trade, investment, etc.), which requires increasing the role of the state in the economy.

European re-industrialization policy has been documented in the relevant documents (Lisbon Strategy 2000; European Strategy 2020) (13; 14; 15). Strategy support programs have been developed that address industry competitiveness, sustainable and inclusive industry, digital industry promotion, investment in technology and innovation, and other topical issues. At the same time, there is a growing sense in the EU that EU industrial policy needs to be reconsidered: instead of investment solutions that promote economic growth based on traditional concepts, investment flows should be directed to industries that promote sustainable prosperity, reduce climate impact and create jobs. Only those who are committed to respecting climate care and creating good jobs, including in the digital sector, should benefit from public investment. Digitization of industry and related "good jobs", prioritization of innovative and technological approaches through the development of "smart industry", implementation of a policy in favor of decarbonisation should become a priority of the comprehensive European industrial strategy (15). At the same time, better coordination of industrial and social policies needs to be identified, as evidenced by the challenges posed by the Covid 19 pandemic.

Industrial policy is receiving a great deal of attention from scientists and politicians due to the progress of China and other fast-growing economies. Industrial policy is reflected in productivity, economic growth, competition, employment, and social needs. That's why interest in him has grown even more in the wake of the Covid 19 pandemic.

Purpose. The aim of the study is to analyse the opportunities for the formation and implementation of an industrial policy in Georgia in coordination with EU requirements.

As for the current situation in terms of the structure of the Georgian economy, and especially in terms of export-import complexity, it is characterized by an undiversified economy, a growing dependence on industrial imports and a high share of minerals and agricultural products in exports⁴. In addition, the list of problems can be solved by industrial policy. At the same time, if we take into account the stage of preparation of Georgia for the application for EU integration, it is important to intensify the process of developing industrial policy in accordance with the requirements of the EU.

It is clear from the Evaluation Document of the Implementation of the Association Agreement between Georgia and the European Union (European Commission, 2020, p. 64) that the technical production standards and part of the regulation (3.3.3) include approximation with EU legislation for industrial products. Stakeholders consider the adoption of European-standard trade technical barriers (TBTs) as a profitable measure in the long run and believe that a long-term industrial policy is needed in this area, which requires cooperation, public and private funding, relevant infrastructure, research and, above all, sufficient human resources.

In addition, Article 313 of Chapter 5 of the Association Agreement (Industrial and Enterprise Policy and Mining) defines cooperation between the Parties in the field of production and industrial policy, which should contribute to the improvement of the business environment for all economic players, with particular emphasis on small and medium enterprises. This is enshrined in the relevant EU and Georgian legislation.

Results. To this end, the industrial policy developers and conductors shall work together to develop small and medium-sized enterprise development policies, improve competitiveness, create better framework conditions for the exchange of information and good practice, simplify and rationalize regulation and regulatory practices, promote innovative policy development, research and commercialize information; Increasing contacts between the EU and Georgian government and business representatives, promoting exports between the economic players modernizing and restructuring the industrial sectors, developing and strengthening cooperation in the mining industry, taking into account the principles of sustainable development.

The actuality of the research problem stems from the ninth goal of sustainable development (Sustainable Development Goals Report, 2020) (30), which obliges Georgia to create a sustainable infrastructure, promote inclusive and sustainable industrialization and develop innovation.

The following issues should be scientifically addressed when examining the issue of the formation of an industrial policy coordinated with the requirements of Georgia's integration into the European Union:

1. How did industrial policy develop in the EU?
2. What are the challenges facing EU industrial policy at the present stage?
3. What should be taken into account when developing an industrial policy coordinated with EU requirements?
4. What opportunities are there for Georgia to pursue an industrial policy coordinated with the European Union?

Thus, today Georgia needs a rational industrial policy, the existing potential for development in this area and the possibilities of approximation to the requirements of the EU are less studied. Even from the point of view of scientific research, the issue is almost unexplored.

Conclusions. There is a need to develop a state strategy for industrial policy, for which it is advisable to solve the following tasks:

- Analysis of scientific literature on industrial policy issues;

⁴ <https://atlas.cid.harvard.edu/countries/188/export-basket> (accessed 8.01.22)

- To study the general directions and modern challenges of the evolution of industrial policy in the EU;
- Analyze the successful and failure experience of developing, coordinating and implementing the industrial policies of EU member, candidate and potential candidate countries;
- To study the current state of formation and implementation of industrial policy in Georgia, coordinated with EU requirements;
- Develop recommendations for the formulation and implementation of an industrial policy coordinated with the requirements of EU integration.

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ANALYTICAL ACTIVITY IN THE SYSTEM OF ECONOMIC SECURITY

Summary. *It is considered that in the presence of information and analytical support of the enterprise security system, one should take into account some features of the development of this field of activity, especially in the formation of information resources, which are the basis for analytical research.*

Key words: *information and analytical activities, system analysis, management decisions*

Relevance. An important component of information and analytical support is analytical activity, which today has become a professional activity, meeting the requirements of almost all spheres of public life. Analytics has deep historical roots, starting with Socrates, Stagirite, Aristotle, etc.

Problem statement (goal). In recent years, the techniques and technologies of analytical activity have been rapidly developing, responding to changes in life and society, difficulties and diversity, constant risk, and the accumulation of new knowledge and information. If earlier the term "analytics" was used as an independent one, today in the information society, the word "information" is increasingly added and the new term "information and analytical activity" is