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NEW GUIDELINES OF THE STATE ECONOMIC POLICY REGARDING THE FORMATION OF A FAVORABLE BUSINESS ENVIRONMENT AND ENSURING BUSINESS SECURITY

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Abstract. *The article substantiates and identifies areas for improvement the state economic policy, which contribute to business environment development in Ukraine and increase the level of economic security of Ukrainian business. The approach of the state economic policy content forming a favorable business environment is specified. Economic, social and institutional factors influencing the formation of security orientation of the business environment in Ukraine are outlined. The impact of the COVID-19 pandemic on the economic development of Ukraine and the world was assessed, the main changes in the business environment were identified and the expediency of appropriate coordination of content from the standpoint of creating a favorable business environment and business security was emphasized. It is concluded that there is an urgent need to form a new state economic policy of Ukraine, which must be adapted to the manifestation of global challenges, as well as the nature of changes in the business environment.*

Keywords: *state economic policy, business environment, economic security of business.*

The business environment is considered as a complex, multidimensional, multifunctional system formed by economic entities and institutions, as well as factors of legal, political, social, economic nature, which create conditions for business operation and development, business relations, capacity building, business entities goals achievement.

It was found out that ensuring an effective government policy regarding formation of conditions for formation of an effective business environment requires taking into account a set of factors and assessment of their impact on busi-

ness security. The factors of business development in Ukraine are generalized as follows: economic, political, institutional, infrastructural, sociocultural, psychological and others.

It is proved that formation factors of favorable business environment and business security, their content characteristics are important guidelines for effective state economic policy formation in the terms of increasing global challenges and gives opportunity to create a basis for determining areas for improvement. It was found that traditional factors role and influence on business development

and business environment formation require reassessment; implementation of new, more effective economic management economic mechanisms both at the level of enterprises and the state as a whole, aimed at removing barriers, obstacles, risks, threats, etc., which affects the development potential business realization in new terms.

Coronavirus infection COVID-19 pandemic influence, which manifested itself in all spheres of social development, led to significant changes at both macro and micro levels and was accompanied by state and social policy formation new priorities was investigated.

Global challenges influence problems on the development of business and the

business environment state development are identified. It is proved that the introduction of timely and preventive measures will enable to develop effective mechanisms for overcoming risks, taking into account the existing economic, political and socio-cultural situation in Ukraine.

It is substantiated that the state economic policy should provide favorable conditions for business environment formation, determine business development basic conditions, ensure existing tools modernization, methods, means taking into account economic development new coordinates and economic security of business in Ukraine.

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