

DOI: [https://doi.org/10.30970/fp.4\(52\).2023.374445](https://doi.org/10.30970/fp.4(52).2023.374445)

JEL Classification H79

IMPROVING THE MECHANISM FOR CREATING COMMON VALUES OF THE STATE, BUSINESS AND SOCIETY

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Abstract. *Ways to improve the mechanism for creating common values of the State, business and society are considered. The key principles of the strategy of sustainable development are presented. The main idea of the concept of creating shared value is to strengthen the relationship between social and economic progress, which can generate a new wave of global development. The concept of shared values is based on the fact that markets are formed not only by economic, but also by social needs (quality nutrition, health care, housing, support for the elderly, good ecology). In view of this, today's conditions require the development and implementation of effective mechanisms of state regulation that would stimulate entrepreneurial activity in the direction of creating common values of the state, business and society.*

Key words: *state, values, society, business, governance.*

Statement of the problem. The development of society involves a change in the role of business in solving social problems, the introduction of new models of innovative development, the widespread use of the latest technologies and the search for completely new, effective business strategies. The public sector also has a vital role to play in delivering and promoting shared values in private sector partnerships. Governments have the opportunity to leverage the resources, knowledge, capabilities, and innovations of the private sector.

The purpose of the article. The purpose of this study is to consider the ways to improve the mechanism for creating common values of the state, business, and society.

Summary of the main results. The development and effective functioning of entrepreneurial activity, in addition, the implementation of the strategy of creating common value in all business processes of the enterprise is a rather long process, which should be carried out taking into account the economic and legal situation of the country, existing social problems, and other problems that hinder the activities of enterprises. Analyzing the domestic legislative framework of entrepreneurship, it can be said that the influence of the state on it, on the one hand, is quite significant, and on the other hand, it is not effective enough. In view of this, today's conditions require the development and implementation of effective mechanisms of state regulation that would stimulate entrepreneurial activity.

At present, the concept of good governance in the format of the principles of the European Innovation Strategy and good democratic governance at the local level has become widespread. This strategy is considered appropriate for implementation in Ukraine, the principles of which are already partially widespread in the practical activities of the public administration system, in particular within the framework of international projects.

In modern conditions of creating common value, public opinion should be at the center of the formation of effective state policy. The need to reform public communications in public administration and management as a strategy for establishing trust between the state,

business and society leads to a change in relations and intensification of participation in the public administration process of all its participants.

Conclusions. Scientific analysis of the values of society is of great importance for choosing a model of public administration, allows for effective public policy and promotes the development of relations between business structures and public authorities. For a state that seeks to develop in a given direction, the task of finding a new system of guidelines is extremely difficult. In the period of innovative development and global transformations, the strategic goals of enterprises should take into account not only the amount of profit received, but also what value they can bring to the environment, society and the state with their activities.

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