

## ECONOMIC MODELS OF THE EUROPEAN UNION COUNTRIES: OPPORTUNITIES IN UKRAINE

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The paper conducted a retrospective analysis of changes in the main macroeconomic indicators of Ukraine and some countries of Eastern Europe, starting with the period of the collapse of the post-socialist camp and the independence of Ukraine. The criteria for the selection of macroeconomic indicators were the characteristics of the country's economic development, as well as those factors that have the greatest influence on the growth dynamics of the national economy in the opinion of the author. The equality of savings and investments, or the state closest to that, was taken as the point of the state of dynamic equilibrium. Based on a historical overview of the multidirectional integration processes in Ukraine over the years of its independence, conclusions were drawn about negative experiences and lost time, which has led to the need to revise the economic development model and more dynamically promote economic and social reforms.

In order to more effectively use the development experience of the national economies of Eastern European countries, parallels were drawn with the economic model of Ukraine and its transformation over the years of independence. Based on statistical and comparative analyzes, the results obtained allowed to determine the most similar development models of successful countries of the post-socialist camp with similar macroeconomic indicators in proportion to the indicators of Ukraine. This allows you to build a macroeconomic model, to develop specific steps and tools for its implementation.

At this stage of development, Ukraine is in a transitional state between the consumer-oriented and production-oriented model. However, taking into account the lag of the national economy in development from the neighboring countries, it is necessary to apply emergency measures to accelerate the exit from the state of stagnation. Studies conducted in the work, show the need to choose a production-oriented model. This statement is based on a number of reasons: the export-oriented model of economic growth will allow increasing the inflow of currency into the economy, which, in turn, will secure the hryvnia exchange rate and will increase gold and foreign exchange reserves; an increase in investment in the current state of depreciation of fixed capital in the country is one of the most important factors not only in development, but also a key to positioning Ukraine as an industrial state; reducing the share of consumer spending in the presence of developed and legally protected institutions of joint investment will allow you to redirect part of income to investment through the transformation of savings.

Analyzing the structure of the GDP of the countries of Eastern Europe that are closest in macroeconomic, geopolitical, and geographic indicators, we came to the conclusion that it is necessary to study Slovenia's experience as a benchmark country in order to carry out relevant reforms and changes in the Ukrainian economy.

A comparative analysis of the commodity structure of exports of Ukraine and Slovenia by the main commodity groups was carried out. An undesirable imbalance in the Ukrainian export to the side of raw agro-industrial products and an insufficient share of the products of engineering, chemical industry and pharmaceuticals were revealed. To overcome the de-industrialization processes, it is necessary to immediately resolve the issue of finding sources of investment. As one of the possible sources in the work, the option of using savings was proposed and justified, while minimizing savings in cash.

The study addressed the issue of multidirectional reform, based on the experience of Slovenia, in the direction of simplifying the rules of doing business as one of the factors for successful development.

The work also focused on the need for motivational and institutional changes in Ukrainian society.

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