

SECTION 6
PUBLIC ADMINISTRATION

ASSESSMENT OF DIGITAL TRANSFORMATION
IN THE TERRITORIAL COMMUNITY OF CHERNIHIV BY SURVEY MEANS

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Abstract: A study of the impact of advanced technologies on positive transformations in the community and new opportunities for development was conducted, during which the hypothesis was tested whether the presence of electronic services makes people's lives more comfortable and the community digital. The systematization of the questionnaire data of 50 respondents made it possible to find out the frequency of use of electronic services, the level of satisfaction with digital services. (1) **Background:** Digitalization of a number of socio-economic spheres and industries is taking place in Ukraine. At the same time, the question arises whether modern electronic services are available to citizens? The purpose of the study is to analyze the current state of digitalization in the administrative center of Chernihiv region; (2) **Methods:** In order to conduct research on the use of digital technologies by residents of the Chernihiv community, a survey was conducted. For this purpose, a questionnaire was developed and 50 clients were interviewed within one branch of Privatbank, Nova Poshta, Ukrainian Railway; (3) **Results:** According to the PrivatBank website, there are almost 18 million Ukrainians who regularly use their services, and Privat24 digital bank currently has 13.5 million customers. This financial institution positioning itself as one of the most technological banks in Ukraine, which offers more than 176 digital services. All respondents of the PrivatBank branch surveyed in Chernihiv aged 16 and over 40 named the Privat24 application as the most useful digital service. Two of the interviewees pointed to the use of such an opportunity as paying for utility services, transferring funds. Six out of ten said they use a digital service every day. Generalized data from the questionnaires of the interviewed respondents in branch No. 2 of Nova Poshta in Chernihiv showed that 50% use the institution's services once a week, the other 50% - once a month. Fifteen out of twenty interviewed customers prefer the mobile application from the list of digital services. When answering the questionnaire's question about the level of the company's digital services, 70% of respondents chose the answer «Excellent», 30% «Good». Ukrainian Railways provides 82% of cargo and almost 50% of passenger transportation. The most useful digital service of Ukrainian Railway was named by 80%

of respondents as purchasing boarding pass through the service for purchasing electronic boarding passes and its mobile version. (4) **Conclusions:** The analysis of the research data proved that all the respondents are users of digital services. Satisfaction with digital services in institutions working in the banking, goods delivery, and passenger transportation sectors was rated as «Excellent» by the majority of respondents. This made it possible to confirm the assumption that a digital community is not made by the presence of services or technologies, but by the ability of people to use innovations that make life comfortable.

Keywords: digitalization; territorial communities; online service

PROBLEMS OF THE CUSTOMS AUTHORITY OF UKRAINE COMPARING WITH THE CUSTOMS AUTHORITIES OF EUROPEAN COUNTRIES

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Abstract: (1) **Background:** National security is an integral part of the functioning and development of a solid competitive state. It is a multicomponent and systematic; state power should apply maximum effort to ensure that national security is a single powerful mechanism with missing gaps in any field. The customs sphere is one of the components of national security, which is generally reflected in the state's economic development and its international position. Therefore, it is not surprising that in this area or not, the most criminal encroachments. With the growth and change of social relations, the offenses in the customs sphere are changing, the power of the state does not always have time to respond to them and apply measures to counteract them. (2) **Methods:** After analyzing statistical data on customs offenses in recent years, we concluded that their number every year increases, as well as the number of losses of the state budget increases. Considering globalization processes and the European integration direction, as well as Ukraine's aspirations to occupy a confident position in the international market, our state should be effective in this field. The purpose of the article is to compare the customs authority of Ukraine with the customs authorities of European countries and identify existing problems. (3) **Results:** Today, the main body that carries out the executive and administrative activities in the Customs Sphere and the field of counteraction to a customs offense is the State Customs Service of Ukraine and its territorial units. Regarding the problems of the customs authority of Ukraine, it is a permanent change in organizational form, the lack of normative definition of the State Customs Service of Ukraine as a law