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*Дейнеко О. Т., Дейнеко Л. В.*

### **Загальний огляд сучасної системи надання безоплатної правової допомоги в Україні**

*У статті наведено загальний огляд системи надання безоплатної правової допомоги України станом на кінець 2019 року. Зокрема, висвітлено основну нормативно-правову базу, організаційну структуру системи надання безоплатної правової допомоги України та її операційну модель. Систематизовано статистичні дані з наданої безоплатної правової допомоги, що можуть бути корисними для подальших досліджень.*

**Ключові слова:** доступ до правосуддя, правова допомога, верховенство права, Україна, юстиція.

УДК 338.49  
JEL classification F15, L90

Kostiantyn V. Sapun

### **THE POLITICAL ASPECT OF THE DEVELOPMENT OF MOTOR TRANSPORT IN POLAND**

*The article is devoted to the features of transport and the transport policy of Poland. The goals, principles and perspective directions of development of this sphere are also described and analyzed. The main factors influencing the transport of Poland are traced, and a behaviorist approach to the study of this sphere is considered.*

**Keywords:** transport policy of Poland, behaviorism in relation to transport, goals of transport policy, and principles of transport policy.

DOI 10.37659/2663-5070-2019-3-43-49

The main players operating in the field of transportation, various specialized state services and political scientists, as well as economists, pay a lot of attention to attracting foreign investment, taxation rules, the dynamics of growth and development of the international and domestic transportation market, study international tourist flows and try to predict the prospects for this area in the future.

At the same time, today, there is a need for more in-depth research of issues related to a deeper analysis of the environment (social, political, business, etc.) in which transportation is carried out in Poland, especially by road. This task requires the use of criterion analysis as a necessary toolkit in the management of traffic flows and transportation carried out in the country, including different levels of political influence: local, regional and international.

While the main carriers in railway and air traffic are quite clearly regulated by the state, road transport, which carries out domestic and cross-border transportation in Poland, with regard to the relatively smaller capacity of each transport unit, often does not receive enough attention and remains outside the field of interest of researchers in the area of political sciences.

- Rlocal environment (direct impact environment) - these are political factors that directly exercise a certain influence on the operation of road transport enterprises [1]

- global environment (environment of indirect influence)

- the most common political and other forces, various events and dominant trends that are not directly related to the operating activities of enterprises of the transport industry, but generally form the context of the transport industry in the Polish market and in the political environment in general;

- international environment: when motor transport companies begin to go beyond the borders of their country of origin in order to develop foreign markets, factors of international geopolitics, various political agreements and norms of international law come into play.

Key success factors are used to study the relative competitive position of the road transport industry. The task of analyzing the political environment in which motor transport operates is to identify key factors in the development of the competitive position of the industry and to formulate a position regarding the further resolution of this sphere. These aspects serve as a cornerstone in planning and analyzing any influence on the processes in the field of transportation in general, but they also vary from region to region and from region to region. It should be noted that it is important to study the factors influencing road transport, since reliable and unhindered operation of transport in the country and providing customer service at the proper level is one of the foundations for ensuring stability in the state, general satisfaction of the population's needs, and therefore national security [2]. At the same time, the strengthening of the role of international road transport made it possible to deepen Poland's cooperation with such neighbors as Ukraine, Germany, the Czech Republic, Slovakia, Belarus, Lithuania and the Kaliningrad Oblast of Russia.

However, the potential of domestic and international road transport, including in the context of transport corridors, is still not fully revealed and its development continues, requiring considerable political will in the country and the continent as a whole.

### **The main political factors surrounding the polish road transport**

Political and economic changes in Poland also had an impact on the transport sector. There was a need to develop a program of action to adapt transport to the requirements of a market economy and new conditions for economic cooperation in Europe. As a result, a new transport policy was formed as a set of principles and methods for structural and technical restructuring, as well as the functioning of transport services markets.

The basic principle of this policy is the operation of transport solely based on economic rules in conditions of intense competition with the highest level of services provided. The goals, objectives, means and timetable for the implementation of the transport policy are subordinated to this.

Its priorities must meet the following criteria:

- high socio-economic efficiency;

- elimination of bottlenecks;

- integration with the European transport system;

- inflow of new transport technologies to Poland.

Because of the realization of the set goals, an effective transport system will be created, which will contribute to the development of not only transport, but also industry, services, foreign trade and transit.

Poland claims an important role in the field of transit due to its geographical position [3]. It is located at the crossroads of the shortest communication routes between the states surrounding it, and

also has access to the sea with well-equipped ports, highways and railways connected with countries that are its transit base (transit sources).

Given the natural and technological conditions, the Polish transport system may become an important part of the European communications system.

Due to its specificity, transit is included in the range of interests of both the transport and economic (domestic and foreign) policies of a transit country.

The transit policy as an element of transport sets as a main goal the increase in the prospect of transit mass and the facilitation of transit traffic by creating favorable economic, technical, organizational, formal legal and political conditions.

The increase in transit through the territory of Poland depends on the quality of services offered and their prices. The focus of the transit policy on improving the quality of services is expressed in bringing the transit environment in line with the European system, expanding border crossings, simplifying inspection procedures at border crossings, modernizing transport facilities, etc. This increases the speed, safety, and comfort of transit traffic.

The strengthening of Poland's position in the European transport system is crucial for the development of transit. The hub of Poland in this system is evidenced by the passage through its territory of four corridors of the Trans-European Transport Network for the countries of Central and Eastern Europe adopted at the Crete Conference. Therefore, at present, the priority need and at the same time the direction of the transport policy is to bring the Polish transport infrastructure in line with international technical standards and integrate it with the European network.

The situation in this area is quite favorable, since Poland does not need to recreate a significant transport potential; it is only necessary to rationalize and modernize the transport infrastructure [4].

Railways perform their tasks without fail, the capacity of sea and airports, as well as pipelines, are stable. The disadvantages lie in the capacity of the road infrastructure.

A major flaw is the lack of freeways that ensure the movement of vehicles along non-intersecting routes [5] bypassing cities and without a single-level crossing of level crossings, but this problem has been very actively solved in recent years.

#### **The political aspect of transport innovations**

Improving the quality of transit road transport requires alignment of the Polish international highway network with the parameters defined by the European Agreement on Main International Transport Arteries. We are talking about strengthening the road surface, creating additional lanes on the most congested areas, building ring roads around cities and creating two-level intersections with railway tracks [6].

When analyzing the internal conditions of the innovative activity of the transport sector, the main attention should be paid to economic results and effective use of financial resources. The financial activity of the enterprise includes a set of operations on the receipt and use of funds in the valuation and effective use of them in the process of giving different services [7].

When analyzing the external conditions of the transport innovation activity, it is necessary to assess the situation in the following aspects: political, economic, social and legal environment competition (state of the market and competition in transport services). It should be remembered that external conditions may change, and to adapt to new ones. What elements require replacement depends on the degree, speed and complexity of their changes. Some conditions are almost unchanged from year to year; here the organizational changes may be insignificant. Others change quickly; they can be predicted and the company can quickly adapt to them. There are also unforeseen changes, such as sharp inflation, lack of energy, new technological impetus, undesirable forms of government regulation, unexpected increase in competition in the market. Only some firms can rebuild their business and adapt to the rapidly changing environment.

The condition of the viability of innovative projects is their compliance with the innovation policy and strategic objectives of the enterprise, which expresses in increasing the efficiency of economic activity of the enterprise. Evaluating the effectiveness of innovative projects is a key element of innovation analysis.

Researchers which are engaged in the study of the transport sector, as well as the intensity of interaction between the transport sector and its environment (political and business environment), conventionally distinguish these three groups of external political factors:

- local environment (environment of direct impact) - these are factors that directly affect the operations of the transport organizations and experience the direct influence of the operations of the organization;

- global environment (indirect impact environment) - the most common political forces, various events and modern trends that are not directly related to the operational activities of the transport organizations, but in general form the context of the work of transport organizations in the market ;

- international environment: when a transport company begins to go beyond its country of origin in order to develop foreign markets, the factors of international policy and international relations come into play .

However, to study the relative competitive positions of enterprises in the industry of transport, key success factors are used. The task of analyzing the environment of the enterprise is to identify the key factors of the competitive position of the enterprise in the industry. They serve as a cornerstone in the planning of business processes in the international tourism business, but they vary from region to region. Note the importance of analyzing the business environment of the enterprise, which is the basis for modeling, which in turn determines the effectiveness of process management.

### **Behavioral method of politology in exploring the transport branch**

The base of behavioral method is empirical observations of the social behavior of individuals and groups. In this case, priority is the study of individual characteristics. This method contributed to the study of electoral behavior of voters and the development of electoral technologies. Behaviorism made a significant contribution to the development of empirical methods of research in politics facilitated the formation and development of applied political science.

The disadvantages of behaviorism include the fact that it gives priority to the study of isolated (atomized) from the general social structure and socio-cultural environment of individuals and groups, rejects the historical traditions of peoples and moral principles in favor of “bare” rationality. Behaviorism is most acceptable to American society – a society devoid of natural historical roots. The behaviorist individual atom knows only external constraints associated with the pressure of other atoms. In this role, he does not feel bound by tradition, morality, or any values. He feels like a free player who needs to beat the rest [8].

The organization of objectives in the organization of transport services should be carried out in parallel with the process of production planning. After the top management has developed long-term and short-term goals for the organization and for them, in a descending order, specific goals put for the next level of employees. According to P. Drakker, subordinate managers should actively participate in the development of their own goals, basing them on the goals of their higher superiors. This can be implemented at meetings in the departments when discussing prospects for the future.

Individual goals of managers can be of three types: routine or daily goals, problem goals and specific goals for the professional development of managers.

The process of planning actions and the formation of a mechanism for their implementation includes the following six stages:

- planning activities to achieve goals [9];
- the establishment of relationships between the main activities and the creation of a calendar of works;
- clarification of roles and delegation of relevant powers to managers to perform tasks [10];
- estimation of time costs for all operations and processes;
- determining the necessary resources for the implementation of each operation, drawing up a budget [11];
- check the timing and adjustment of action plans.

### **Future strategy for the development of road transport in Poland**

A separate problem is the increase in throughput of border crossings[12]. At the most congested border crossings, the border are crossed in both directions by dozens of buses and many thousands of

cars and trucks daily. This situation necessitates an improvement in the border crossing conditions and, above all, a significant reduction for waiting time to move and the inspection procedure. In this regard, measures are being taken to open new passages and modernize access roads to existing ones. This became possible thanks to financial assistance from outside. Recognizing the role of Poland in the European transport system, including as a transit country, the European Union partially finances these investments through various programs.

In addition, a significant relief was brought with the country's entry into the EU and the abolition of border controls on the borders with Germany, the Czech Republic, Slovakia and Lithuania.

In order to increase the competitiveness of Polish motor transport, constant modernization of the road infrastructure is necessary. The implementation of the program will improve the traffic with Western European countries.

Due to the growth in passenger traffic, there is a concentration of international bus services in the northern, central and southern regions of Poland (around Wroclaw, Warsaw, Lublin, Katowice, Szczecin, Gdansk and Krakow). The implementation of this concept is possible, provided the infrastructure of the bus stations is improved and the convenience of passengers traveling with transfers is improved.

The challenges of long-term development stem from the tasks of approximating the transport sector of Poland to the standards of the transport system adopted in the EU, as well as the challenges of the long-term development of Europe, which should be reflected in the development of the transport sector in Poland.

Such tasks may include:

- Ensure the mobility of the country's population.
- Sector reforms to be in line with European standards.
- Increased demand for transportation services.
- The need to reduce greenhouse gas emissions.
- The need to eliminate congestion problems, in particular on the roads and in the air.
- Safety aspects of transport in order to reduce the number of accidents.
- The need to improve transport efficiency.
- Promotion of research activities.
- Completion of the trans-European transport network; improvement of the integration of road, rail, aviation and water transport (sea and inland water transport) into a single logistics chain.

Proper implementation of the transport strategy requires a clear and efficient institutional organization that reflects the principles of "good governance", which will enable the division of functions and responsibilities.

There is a need for regular funding for the transport sector, low cost efficiency and ineffective management, as well as a lack of long-term budget planning. It is necessary to find an opportunity to ensure proper operation and investment in infrastructure development. Funding from international donors should be directed towards the implementation of priority measures.

It is necessary to favor the involvement of private operators in the provision of transportation services provided that they can propose the most cost-effective transport solution, improve the from the availability and availability of transportation services..

Given the insufficient amount of funding, it is necessary to balance the interests of existing networks and the necessary new infrastructure.

It is necessary to study the connections between urban and national transport systems, which will ensure the sustainable development of the transport industry.

The environmental and social implications of the new transport infrastructure should be duly taken into account.

### **Findings**

The study allows us to state that the transport industry has a certain degree of resistance to the influence of various economic, socio-political, regional, intra-industry and external factors, but, at the same time, significantly depends on the financial situation, investment attractiveness and international image of the region and country and the level of development of tourism business – both domestic and

international. In addition, this area requires political will and proper support, legislative regulation and financial support from the state.

The conditions in which the development of traffic flows takes place in Poland are characterized by limited financial opportunities, economic, political and social instability. In addition, potential entry tourists, regardless of their attitude to Poland, consider it a rather uneasy territory, and only price affordability or personal sympathy for a certain tourist site can convince tourists to visit Ukraine.

At the same time, there is a pattern characteristic not only for Poland: the larger the market, the easier it is for manufacturers to find customers on it. It is also worth noting that according to the study, today the most decisive for the Polish national and international transport business is primarily the political situation, the foreign policy environment, the degree of financial soundness of the country and citizens, the transport services sales markets, as well as the possible action of natural factors requiring a political settlement.

In the market conditions, the prices for transport services should be determined by the carrier rather than flexibly based on marketing research. It is important to expand the use of contractual and promotional prices and reduce the use of fixed tariff prices, which are instruments of transport policy. The considered transport policy tools fundamentally influence the creation of an integrated modern transport system, in which transit plays an important role as well as a kind of export of transport services. The efficiency of transit traffic largely depends on the implementation of measures envisaged in this area.

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Сапун К. В.

### Політичні аспекти розвитку автомобільного транспорту Польщі

*Стаття присвячена особливостям транспорту і транспортної політики Польщі. Також у статті описано і проаналізовано цілі, принципи та перспективні напрямки розвитку даної сфери. Простежуються основні фактори впливу на транспорт Польщі, а також у статті розглянуто біхевіористський підхід до вивчення даної сфери.*

**Ключові слова:** транспортна політика Польщі, біхевіоризма щодо транспорту, мета транспортної політики, принципи транспортної політики.

УДК 006.032: 664  
JEL Classification L66

Larysa V. Strashynska

### IMPLEMENTATION OF INTERNATIONAL STANDARDS AS THE WAY TO ENSURE THE SAFETY OF FOOD PRODUCTS

*The article declares that the implementation of new international standards ISO 22000 on Food Safety Management Systems can help to solve the problem of food safety, which will allow facilitating the integration of HACCP and ISO 9001.*

*The essence, features, and differences of ISO 22000: 2018, which provides for the usage of the PDCA cycle, which can be used to manage the quality management system on a systematic basis effectively, are considered. The content of the PDCA methodology is defined, and the components of the process improvement cycle are analyzed.*

*It has been defined that the PDCA methodology is based on the risk-based thinking, enabling the enterprise to identify factors that may cause deviations from the planned results of its processes and to develop prevention measures to minimize their negative impact and to maximize the opportunities that arise. The risk management process, as well as the risk response and opportunity activities, are presented.*

*It is emphasized that within management systems business risk can be perceived as an influence not only of a negative direction, but also a positive one, and perceived as an "opportunity". It is justified that risk and opportunity accounting creates the basis for improving the efficiency of all processes, achieving higher results and preventing negative consequences.*

*Outlined is the role of management, as long as their new responsibilities emerge that demonstrate leadership. It is emphasized that the identification of all stakeholders and their expectations will help the organization to adjust its overall strategic development orientation.*

**Keywords:** international standards, food safety, management system, PDCA methodology, risk-oriented thinking, risk management.

DOI 10.37659/2663-5070-2019-3-49-55

For food businesses, the problem of ensuring its safety has not lost its relevance for the past several decades. According to the World Health Organization, about 420,000 people die every year from eating poor or dangerous foods in the world [1, p. 40].

The solution to this problem can be facilitated by the development and implementation of new international standards at the enterprises, which regulate and strengthen the control over the production of safe food. Therefore, in June 2018, the International Organization for Standardization (ISO) issued a new version of the ISO 22000 standard on Food Safety Management Systems. At the same time, ISO