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MECHANISM OF REGULATION OF MARINE PORTS DEVELOPMENT IN UKRAINE: INSTITUTIONAL ASPECT

The article deals with conceptual basis of regulation of the development of sea trade ports in Ukraine. On the basis of analysis of methods of state regulation of economics, the author defined principles, aims and tasks of regulation of ports development, established the principles, objectives and tasks of the development of port economy.

It is proved that state economic policy regarding the development of sea ports, in our opinion, can be determined as activities in implementation of state administration and regulation of economic processes in the industry, which has targeted nature, creation of conditions for effective development in accordance with the defined strategy. Additional tools of state regulation of sea ports development is social policy and propaganda techniques. Social policy must first of all ensure the social protection of workers, improving working conditions, everyday life and leisure. Propaganda methods should contribute to further increase of confidence of potential customers in ports.

It is established that the state program of sea ports development must become the main precondition for improving the economic effi-

ciency of their activities. The strategic course of the state must be aimed at sustainable development of maritime ports in accordance with the economic interests of the state in the context of integration into the world economic system. Strategic objective of ports development is creation of a highly efficient system of ports, which will facilitate the effective integration of Ukrainian economics into the world economic system.

It is proved that the effective development of ports requires the improvement of the system of state regulation, which should be based primarily on economic methods, ensure the sustainability of development conditions and the economic climate. State regulation must ensure the optimization of the interests of ports and other transport companies, local and national interests. The mechanism of regulation of ports development must be based on the principle of optimal ratio of self-sufficiency of ports and centralized influence of the state. Government should concentrate efforts on achievement of strategic development goals, reactivation of investment activity, development of regions.