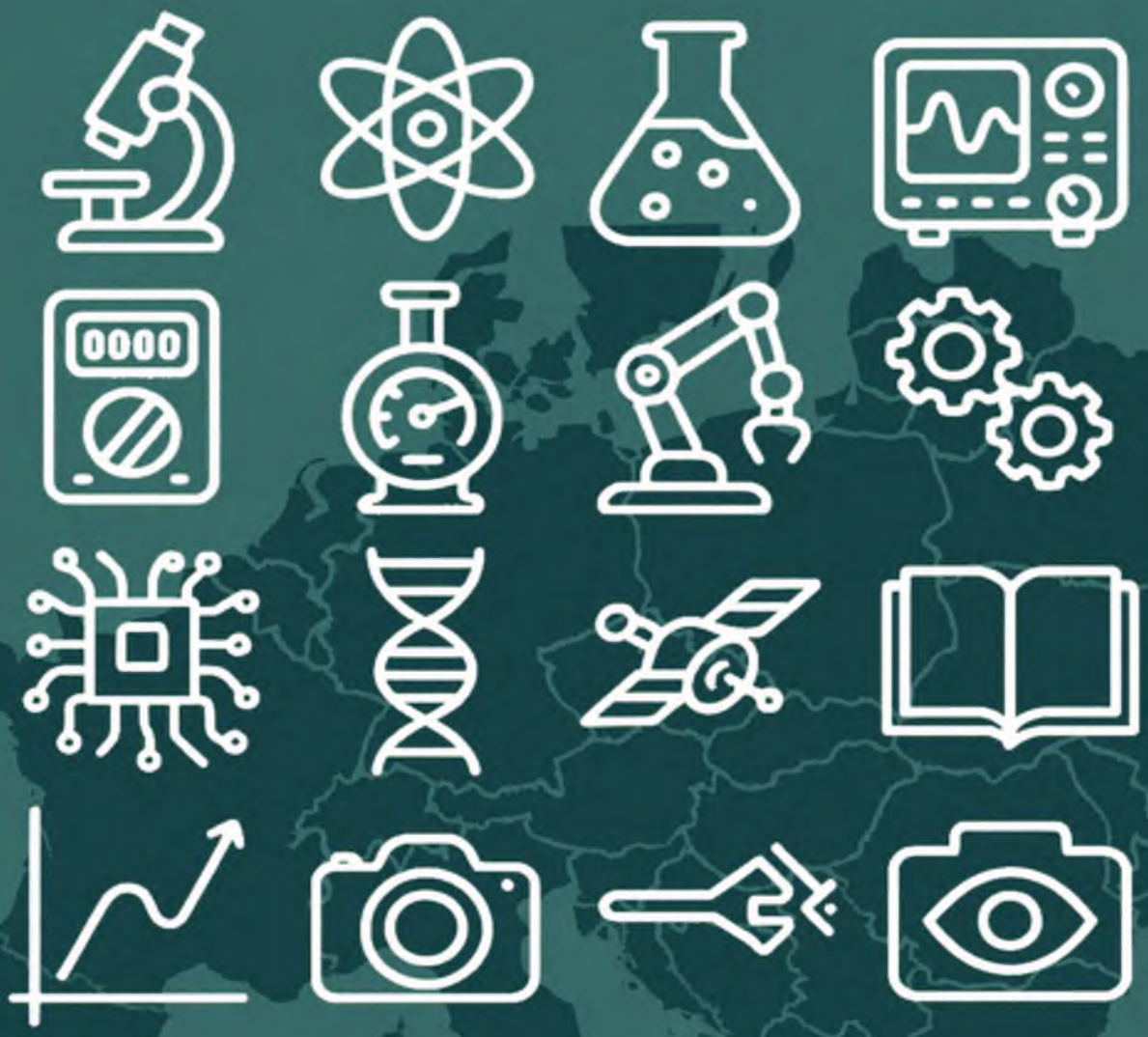
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Datsii Oleksandr, Doctor of Economics, Professor, President of the Public Organization "Association of Scientists of Ukraine", Kyiv, Ukraine, rvps@ukr.net, https://orcid.org/0000-0002-7436-3264

MANAGEMENT OF POLITICAL COMMUNICATIONS IN THE PUBLIC SPHERE

Abstract

The article presents a comprehensive analysis of theoretical approaches to the study of the phenomenon of political communication. It examines classical communication theories, contemporary multidisciplinary approaches, and models of vertical interaction between political actors. The author emphasizes the need to incorporate political communication into the broader context of political process management by proposing an original concept based on three axes: type of communication – form of communication – stage of management (the TCM model).

The proposed typology of political communications includes five main types (presidential, governmental, civic, translational, and corporate), which are categorized as either formative or translational. The article introduces the concepts of multitype and native political communications. A classification of six forms of political communication (strategic, media, digital, event-based, advertising, and crisis) is proposed based on an integral characteristic: target audience, content, and tools of influence.

A step-by-step management model for each form of communication is developed (from information gathering to implementation of adjustments), reflected in a political communication management matrix comprising over

300 key technological operations. The TCM model enables effective planning and implementation of political communications adapted to Ukrainian realities, taking into account both their typological and procedural characteristics.

The article concludes that the academic discourse on political communication management remains fragmented and highlights the need for its integration into a unified methodological framework.

Keywords

Political communication, communication management, TCM model, political actors, types of communication, forms of communication, stages of management, multitype communication, technological operations, informational influence.

Problem statement

The problems of managing political communications (hereinafter — PC) are an important component of the public sphere, and the effectiveness of interaction between different social strata of society — and, consequently, its overall well-being — depends on how successfully these problems are addressed. This, in general, determines the relevance of the study. Moreover, the relevance is conditioned by the following key circumstances.

First, there is a need for theoretical reflection within the framework of political science on the peculiarities of managing political communications under the conditions of modern Ukrainian politics.

Second, there is a need to develop a practical model of political communication management for the purposes of political governance. In

the context of profound political, socio-economic, technological, and cultural transformations, all major actors in the modern political landscape are interested in maintaining stability, predictability, and controllability in as many spheres of human activity as possible. The effective implementation of political communications — or the transmission of an informational signal from the donors of political communication to its consumers (recipients), as the substance of communication, and to its target audiences — plays a key role in achieving this goal. It is evident that the quality of management largely determines the effectiveness of political communication.

Third, the management of political communications is a complex task that requires the simultaneous consideration of numerous emerging conditions and constraints, as well as the coordination of significant organizational, human, and material-technical resources. Each actor independently defines the main goals of implementing their political communications, which often conflict with the goals of other participants in the political communication landscape. This leads to increased entropy in the multidirectional influence on the minds and consciousness of the country's citizens. A negative consequence of this, among others, may be an increased risk of fragmentation of social media user metrics due to the active promotion of a large number of competing ideological narratives and content patterns vying for the attention of information consumers. This, in turn, may result in the formation of zones of socio-political tension and, consequently, lead to serious turbulence in the socio-political situation in the country as a whole or in certain regions.

Such circumstances lend particular relevance to the issue of managing

political communications. The overall effectiveness of political communication ultimately depends on how precisely its goals and objectives are defined, how accurately the target audiences and relevant information delivery channels are identified, how adequately the resources are allocated, and how correctly the key performance indicators and stages of communication management are formulated and described.

Analysis of recent research and publications

The interdisciplinary political nature of communication as a subject of study generates broad interest among scholars representing various scientific fields — political science, sociology, psychology, and other humanities disciplines. I distinguish three main directions in scientific research relevant to this article.

The first direction is represented by studies that explore the nature of the phenomenon of political communications and the peculiarities of their implementation in the public sphere. First of all, it is worth noting the classical "cybernetic" approach (N. Wiener, K. Deutsch, and D. Easton), which initiated the systematization and schematization of the process of information circulation within the political domain. The earliest studies on the phenomenon of propaganda (W. Lippmann, H. Lasswell, P. Lazarsfeld) became foundational for subsequent generations of political communication researchers.

Second, attention should be given to the first linear model of communication, described by H. Lasswell. Later, other, more complex models of communication emerged (R. Braddock, C. Shannon and W. Weaver, M. L. DeFleur, J.-M. Cottrée, and others). However, the overall structure, the set of main actors, and the direction of information flow did

not undergo significant changes.

Third, the growth of research in the field of mass communications began in the 1960s, against the backdrop of rapid developments in information technology. The primary goal of these studies was to determine the degree of influence of the mass media on the political decision-making process (J. Klapper, W. Schramm, J. Blumler, S. Chaffee, M. McCombs, and others). However, political communication studies began to emerge as an independent scientific discipline in the 1970s, when empirical research demonstrated the limited influence of the mass media on election outcomes.

Fourth, representatives of Ukrainian political communication studies — Nataliia Kostenko, Vadym Bassiuk, Tetiana Ivanova, Olena Bebyk, Serhii Diachenko, Viktoriia Romaniuk, and others — have made significant contributions to the theoretical exploration of the phenomenon of political communications. However, given the relatively late formation of this discipline in Ukraine (since the 1990s) and the country's complex development context (socio-political, technological, and cultural factors), they have mainly focused on adapting core theoretical concepts to Ukrainian political realities. The main leitmotif of Ukrainian research in the field of political communications is the study of global trends and macroprocesses within specific areas of political communication — such as internet studies, public relations, advertising, and others.

Purpose of the article

Based on the study and systematization of the types of vertical political communications (PC), the stages of PC management, the methodology of PC management, as well as the systematization of the technological processes of PC management, to theoretically and empirically

substantiate the effectiveness of a scientifically applied framework for organizing the management of political communications with an integrated library of key technological operations.

Presentation of the main material of the study

I identify a number of researchers whose academic works are devoted to the theorization of the phenomenon of political communications [1]. I consider both classical theories that laid the foundations for the study of political communications (such as the cybernetic approach and macro- and micro-communication theories) and studies focusing on the systematization of theoretical approaches to political communication research [2]. Contemporary research in the field of political communication represents a wide spectrum of theoretical perspectives, methodological frameworks, and academic disciplines [3].

I adhere to the position that political communication has a "vertical nature", meaning that interaction occurs between political actors situated at different hierarchical levels (primarily in a top-down direction). This position largely corresponds with classical models of information signal transmission. I also believe that modern research should integrate various scientific approaches.

In addition, it is necessary to analyze the phenomenon of political communication actors and to identify the distinctive features of each type of actor. I argue that political actors include any individuals, groups, or institutions seeking to influence the political process. Having examined the nature of the phenomenon, I define political communication as an act of transmitting an informational signal from a communication subject to an information recipient, with the purpose of influencing the political process.

I reveal the essence of the phenomenon of political communication management through my own developed and tested management model, which is divided into five key stages:

1. information gathering and analysis;
2. preparation and decision-making;
3. organization of implementation;
4. monitoring and evaluation of results;
5. introduction of adjustments.

This author's concept is based on:

1. classical theories of organizational management;
2. theoretical concepts of communication management;
3. theories of political governance.

A key feature in the genesis of the academic discipline of communication management is that it has never been an independent field. Unlike other domains, most aspects of communication have traditionally been studied within marketing, finance, or public relations. Historically, the management of political communications (like political governance) has been examined primarily within the framework of electoral campaigns. This practice-oriented approach, typical of the American tradition, cannot be fully adapted to Ukrainian political realities, considering the institutional design of the country's political system.

Generalizing the experience of administering and conducting political campaigns, I define political communication management as the process of organizing communicative influence through a wide range of informational, advertising, event-based, and other tools aimed at influencing political processes.

After analyzing the scientific discourse, I conclude that the phenomenon of political communication management in scholarly publications remains fragmented and is not a central focus of leading researchers. However, individual aspects of management are considered within the following scientific areas:

1. political management;
2. crisis management;
3. political PR management;
4. political marketing;
5. strategic management;
6. public management.

I adopt an integrated approach and maintain that these research areas do not provide a comprehensive understanding of the full range of communication types employed within Ukrainian political realities.

Such an approach makes it possible to identify the defining features, key objectives, technological characteristics, substantive content, and forms and methods of control across the full spectrum of political communications implemented in the political-communicative space of modern Ukraine.

Based on the conducted research, I describe and formulate a methodology for the typologization of vertical political communications that have developed in Ukraine's modern political-communicative space. The main criterion for differentiating the types of political communication is subjectivity — that is, the principal communication subject (actor). Based on this, I distinguish five types of political communication:

- Magistral (main subject — the President of Ukraine);
- State (main subjects — public administration bodies);

- Public (main subjects — political or civic organizations and individuals);
- Translative (main subjects — business structures).

For each type and subtype of political communication, the main goals are formulated, and their conflict-free achievement determines communication effectiveness.

I also define multitype political communications — those that possess characteristics of two types simultaneously.

Additional definitions are introduced:

- Formative and translational political communications. Formative communications include the magistral and state types, which decisively shape the informational and semantic content of the country's political-communicative space. Translational communications include public, translative, and corporate political communications, which deliver the key messages and meanings of the current socio-political agenda to target audiences through relevant communication channels.
- Native (organic) political communications. I define these as political communications whose absence renders the existence of the communication subject meaningless. In short: no communication — no actor.

Based on the research, I propose an original methodology for the systematization of types of political communications and the stages of their management.

The systematization of political communication types is carried out according to a defining integral characteristic. The nature of political

communication is defined as an integral indicator representing the combination of three independent features:

1. the target audience segment of communicative influence;
2. the general subject matter of communication (content of communicative influence);
3. the toolkit used to deliver communication to the target audiences.

Accordingly, I distinguish six types of political communications:

1. Strategic — development of political communication strategies, control of their implementation, and adjustment;
2. Media — organization of regular interaction with the mass media, press events, and production of media content;
3. Digital — organization of communication on the Internet, in social networks, and through messengers;
4. Event-based — planning and implementation of events and PR campaigns, both offline and online;
5. Advertising — communicative support across platforms and carriers;
6. Crisis — organization of anti-crisis and counter-propaganda communications.

Multiform political communications are those that possess characteristics of two types simultaneously.

I systematize the stages of managing each communication type according to the sequence of technological processes. There are five stages of political communication management:

1. Information gathering and analysis;

2. Preparation and decision-making;
3. Organization of implementation;
4. Monitoring and evaluation of results;
5. Introduction of adjustments.

A table integrating the types of political communications with the stages of their management forms the Matrix of Political Communication Management. This matrix contains a library of key technological operations performed for each of the six types of political communications at each of the five stages. Altogether, the library comprises over 300 key technological operations.

I present a Three-Dimensional Model of Political Communication Management along the axes "communication type – communication form – management stage" (TVE model). This model integrates methodological approaches to the systematization of political communications by type, form, and management stage into a unified three-dimensional structure.

The proposed model represents the quintessence of theoretical research. The original methodology of integrating typological and stage-based classifications into a single three-dimensional framework allows access to data essential for managing communication implementation, including its technological, instrumental, resource, and content aspects, at any point in the described space.

The model consists of 330 three-dimensional cells formed by the intersection of a specific type/subtype of communication, its form, and its management stage. Each cell contains a list of key technological operations implemented at that stage of the communication process.

To initiate the implementation of political communication, it is

necessary and sufficient to determine the starting point along the axes "type – form – stage" and then proceed sequentially through the stages of management, adjusting communication forms as needed.

I define the use of the TVE model as a method for selecting appropriate tools and technological processes for each management stage of political communication. The correct selection of information dissemination tools relevant to target audiences, the appropriate lines of informational and PR products, and the proper sequence of technological operations constitute a triadic task, whose solution is critical to enhancing communication effectiveness.

I demonstrate that this task can only be effectively solved when communicative action is planned and executed within all three dimensions — "type – form – stage". In any other case, the actual impact may differ significantly from the expected result and may even produce the opposite effect.

The process begins with determining one of the five communication types, which identifies the main subjects and key goals — and thereby defines the semantic and ideological paradigms of the communication. In practice, political communications are often multitype — possessing features of two types simultaneously. Management of such communications follows the priority type, meaning the type whose defining characteristics (subjectivity and objectives) deviate least in the given context.

Next, the communication form and management stage are selected. It is important to note that when the communication is being implemented for the first time, it is advisable to begin with the first stage of the strategic communication type. In other cases, the required form and corresponding

management stage are selected according to the nature of the objectives. At the intersection of the "form–stage" axes, the key technological operations necessary at that specific stage of management are indicated.

In practical work, political communications are often multiform, possessing characteristics of two forms simultaneously. Management of such communications is carried out according to the priority form, i.e., the one most consistent with the communication's purpose and nature.

I also emphasize the negative consequences — primarily the decline in communication effectiveness — that result from incorrect planning and implementation of communications within the TVE model's space. Incorrect identification of the communication type leads to the partial or complete failure to achieve key communication goals, causing problems that directly or indirectly affect the main communication subject.

Errors in identifying the form of communication lead to misalignment in defining target audiences, core content, and technological tools, resulting in inefficient use of resources (human, material, organizational, etc.).

Incorrectly identifying the management stage leads to errors in the sequencing of technological operations, which may cause loss of control over the communication process, deviation from intended outcomes, or, in some cases, the emergence of crises requiring urgent intervention.

I further define the use of the TVE model in managing the production of political communication products. The next step, after identifying the relevant technological operations for a specific communication, is the production of informational and PR products that embody its key substantive and ideological paradigms. I demonstrate how the three-dimensional model enables the organization of product line development.

As previously noted, the intersection of the "form–stage" axes provides the key technological operations required at each management stage.

The nature of the produced product is determined by the characteristics of each of the six types of political communications — informational-analytical, media, digital, advertising, and event-based. Products used in crisis political communication — which, by nature, integrates tools from all other forms — also bear the corresponding features of those five types.

In managing the production of political communication products, the most critical axis is "management stages." Sequentially moving from stage one through five enables the completion of the full production cycle: pre-production, production, and product testing, followed by effectiveness evaluation and the introduction of necessary corrections and refinements.

When producing a product for multiform communication, the nature of the product must correspond to the priority form of communication.

Conclusions

The key aspect is that the proposed model makes it possible, with a high degree of accuracy, to calculate all the resources required for the implementation of a communication process or any of its individual components at the initial stage of its realization. Specifically, it allows for the calculation of the number of personnel needed to carry out communication activities at all management stages, the costs of staff remuneration, the expenses for producing all communication products, organizing and conducting all events within the communication framework, as well as estimating the cost of its advertising support and the expenses for introducing necessary adjustments and maintaining the communication

process.

The availability of such a capability makes it possible to avoid both situations of insufficient resource provision and cases of excessive allocation of resources at certain stages of communication implementation.

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Diachenko Oleksandr, Postgraduate Student, Interregional Academy of Personnel Management, Kyiv, Ukraine, dyachenkoole@gmail.com, https://orcid.org/0009-0002-5500-6808

THE CONCEPT OF LEGAL REGULATION OF DIGITALIZATION OF STATE ENVIRONMENTAL MANAGEMENT

Abstract

The purpose of the article is to develop a system of theoretical, methodological, and practical foundations and recommendations for creating an effective mechanism of legal regulation of the digitalization of state environmental governance. The study identifies that the legal framework for digital transformation in the field of environmental management remains insufficiently researched and requires a systematic approach. For the first time, the content and correlation of the concepts "digitalization," "digital transformation," and "digital maturity" of state environmental governance are scientifically substantiated, and an original author's interpretation of their distinction is proposed. It is argued that digitalization represents the process of transitioning to the use of digital technologies, digital transformation denotes a qualitatively new state of governance, and digital maturity reflects the level of readiness of the system for such changes.

The article examines the impact of digital technologies on the legal regulation of environmental relations and identifies new risks associated with the emergence of "digital environmental conflicts," arising from both the ecological benefits and potential threats of digitalization. It reveals the

peculiarities of legal regulation of environmental information in the digital economy, emphasizing the problems of legislative fragmentation and the absence of a unified system of accounting and monitoring standards. The author proposes the concept of establishing a next-generation state information system — a "digital twin of the environment," which would integrate spatial data and results of state environmental monitoring.

In conclusion, the article substantiates a classification of the functions of state environmental governance according to the criterion of their digitalization potential and identifies key directions for improving legislation in this field. The research results can be applied in the development of national policy for digital environmental transformation and in drafting regulatory acts aimed at advancing e-environmental governance.

Keywords: digitalization, digital transformation, state environmental governance, legal regulation, environmental information, digital twin, environmental law.

Problem statement

Creating a comfortable and safe living environment is a national development goal of Ukraine. According to the official position, at the present stage, one of the effective mechanisms for achieving this goal should be digitalization, which, in the broadest sense, is understood as the implementation of digital technologies in various spheres of social life. It is assumed that digitalization in the field of environmental protection will not only set the vector for the development of future relations but also address existing environmental problems. The impact of digitalization on the legal

modernization of public administration has already been the subject of several scientific studies [1, 2, 3], in which the nature and scale of what is happening are assessed differently: from denying the significance of digital transformations compared to the inventions of previous scientific and technological revolutions to viewing them as fundamentally changing societal life and requiring modifications in legal influence over the corresponding (transformed) social relations. In most of these studies, a particular technology and the positive effect of its application are described, which is undoubtedly necessary, but insufficient for the field of environmental law. There are at least two reasons for this.

First, unlike many other spheres of life, the widespread use of digital technologies has not only (or rather – to the extent it does) a positive impact on the environment but also largely negative effects. Experts note that the digital industry is not immaterial—implementing digital technologies can negatively affect the environment at all stages of their life cycle, from creation to disposal [2]. In conditions of the growing number of such technologies, and consequently increasing negative impacts, an urgent task for environmental law science is to develop legal measures for environmental protection in the context of digitalization, which must be implemented, including through state environmental governance.

Second, paraphrasing a well-known expression, one can assert: "who controls environmental information, controls the world," or more precisely – manages it. Environmental management, primarily state management, its effectiveness largely (perhaps even more than in other fields) depends on the objectivity of knowledge about the quantity and quality of the "management object"—nature [1]. Likewise, the basis of modern

environmental law, its fundamental institutions (regulation, expertise, control, etc.) relies on regulation based on an individual approach, partly due to the lack of reliable information about the state of the environment. The conditions of digitalization (where large-scale changes in production and consumption organization are driven by the rapid process of objectifying information, associated with the possibility of its instant search, collection, processing, analysis, provision, and dissemination) determine the possibility of developing fundamentally new models of legal interaction between society and the state in the field of environmental protection.

At the same time, in a period when digitalization is already present, environmental legislation remains inert, seemingly almost ignoring the ongoing changes. Meanwhile, the activities of entities carrying out state environmental management, in the absence of established rules of conduct, have proven to be both initiative and active but ambiguous, multidirectional, sometimes even contradictory, overly technological, unstable, unpredictable, and, as a result, largely ineffective so far.

However, the methodological difficulties associated with this do not exclude but rather should catalyze the potential for scientific legal understanding of the processes taking place, which has determined the urgency of developing a system of interconnected scientific perspectives and a framework (concept) for the legal regulation of relations in the field of state environmental management at the present stage, which is fundamentally different from the previous one.

Analysis of recent research and publications

Despite the fact that the above-mentioned problems, or more

precisely, their solutions, have been elevated to the rank of national development goals of Ukraine, their scientific investigation had not been conducted before — the legal regulation of the digitalization of state environmental management had not been a special subject of either dissertation or monographic research. This study represents the first comprehensive scientific and legal work on the declared topic.

Addressing the issues of legal regulation of state environmental management is quite traditional for the doctrine of environmental law — state environmental management at the national level (for example, in the works of V. Andreytsyev, A. Hetman, N. Malysheva, M. Krasnova) and at the regional level (O. Kukhar, S. Kolomoiets, I. Karakash, T. Stepanenko), as well as in foreign countries (R. Stewart, D. Esty, J. Scott, K. Bosselmann), has repeatedly been the subject of dissertation research in the field of law. In legal doctrine, individual functions of state environmental management have been studied in detail (Yu. Shemshuchenko, V. Kostytskyi, O. Hryhorieva, I. Patoka, O. Kostyuchenko).

The basis of the study is formed by theoretical approaches to understanding law and its development trends, reflected in the works of S. Alekseev, N. Onishchenko, O. Skrypniuk, V. Shapoval, Yu. Tikhomyrov, H. Atamanchuk, R. Baldwin, J. Raz, L. Fuller.

The analysis of public administration systems, the issues of applying digital (information) technologies in public administration, assessing their effectiveness, and the impact of such technologies on the transformation of social relations, including in the sphere of state governance, is presented in the works of scholars such as V. Bakumenko, O. Obolenskyi, N. Nyzhnyk, V. Vakulenko, O. Dubenko, S. Teleshun, O. Rudenko, O. Karpenko, as well

as foreign researchers — M. Castells, T. Janowski, C. Dunleavy, Y. Chen, D. Osborne, T. Gauld.

Purpose of the article

The aim was to develop a system of theoretical, methodological, and procedural foundations, as well as practical recommendations, for creating an effective mechanism for the legal regulation of the digitalization of state environmental management.

Presentation of the main material of the study

Despite the fact that addressing legal issues of state environmental management has been a traditional focus of environmental law scholarship, there remain numerous unresolved problems in this area. In the context of digitalization, the legal regulation of state environmental management has not been specifically examined. Currently, the terms "digitalization," "digital transformation," and "digital maturity" are legally used in conjunction with "state governance," but they lack precise definitions, and even less so in the context of "state environmental management."

It is proposed to distinguish these terms as follows: "digitalization of state environmental management" refers to the process of changing state environmental management, its transition to a digital state; "digital transformation of state environmental management" denotes a qualitatively new state of this type of management (if digitalization is the process of implementing digital technologies in various spheres, digital transformation implies that state environmental management is ready for transformation — including regulatory, software, technical provision, personnel training, etc.). It is important to note that digital maturity is a key element and a necessary condition for the digital transformation of state environmental management.

Scholars differ in naming the most modern society and its developmental stage (post-industrial, information, digital, etc.) as well as in determining its place in the evolutionary process (independent stage: agrarian–industrial–post-industrial–digital, or as part of the post-industrial period). However, they generally agree that in the near future "informatization" will become a central concept in modeling social reality, in which the majority of processes will occur in digital form.

State environmental management and its legal regulation in the context of digitalization differ significantly because a digital society is one in which interactions predominantly occur through digital technologies (big data, artificial intelligence, cloud computing, etc.), involving special actors (virtual participants, technology developers, program operators, and others). In such a society, the level and use of digital technologies determine economic, social, and other living conditions.

It is noted that digital technologies, penetrating all spheres of life, give rise to a new type of environmental conflict. A digital environmental conflict arises because, on the one hand, digital technologies aim to solve many environmental problems (resolving other conflicts) and will therefore be implemented and used; on the other hand, the development, creation, operation, and disposal of these technologies pose a risk of environmental harm.

Considering digital environmental conflict as a prolonged process with several stages, it can be argued that currently such conflicts are only at the stage of recognizing their existence and understanding that digitalization represents a new challenge—a nascent global (worldwide) environmental conflict that must be prevented (and thereby partially

resolved) as much as possible using existing tools and creating new ones (or transforming existing ones). The potential of environmental law in resolving digital environmental conflicts primarily lies in legally regulating the corresponding relationships, using unified legal instruments.

The current period is characterized by the fact that, despite the increasing number of acts addressing environmental protection, the ecological situation in Ukraine, due to high current anthropogenic impact and significant consequences of past economic and other activities, is unfavorable. The implementation of digital economy tools in all spheres of life, particularly to enhance management efficiency, is proclaimed in many strategic planning documents.

Regarding environmental legislation regulating digitalization in state governance, it should be noted that acts of state environmental policy and political acts on digitalization currently form its core. Ukrainian laws incorporate fragmented, targeted amendments lacking systemic character. These changes can be divided into two groups: the first pertains to the procedures for searching, collecting, storing, processing, providing, and disseminating environmental information; the second pertains to organizing and conducting inter-agency electronic interaction. Gaps in environmental legislation in this area are being filled by special instruments distinct from traditional positivist approaches — rules and regulations of digital platforms, algorithms for working with digital technologies, operating instructions, ESG ratings, and others. Legislation on the digitalization of state environmental management is actively developing.

The need to develop and implement digital technologies is, on the one hand, a mandatory condition for achieving modern development goals, and,

on the other hand, these same technologies are a source of negative environmental impact. Research indicates that significant growth in data volumes and associated energy consumption may practically nullify achievements in combating climate change.

A legal measure to protect the environment from the negative impact of digital technologies, in line with present-day needs without compromising future generations' ability to meet their own needs, should involve establishing and codifying environmental requirements for digital technologies as a cumulative indicator of their negative impact (from development, creation, operation, and disposal). For environmental protection purposes, digital technologies are understood as individual or combined digital hardware and software used for searching, collecting, storing, processing, providing, and disseminating information that can negatively impact the environment.

For state governance under digitalization, information support serves as a direction of state policy, the foundation for effective activity, and simultaneously one of the pressing tasks facing the entire management system. Scientific literature highlights the triune role of environmental information in management: as the result of state environmental management, a condition for its effective implementation, and a means of conducting such management.

The terms "information support" and "information support of state governance," despite frequent use in normative legal acts, have no legal definition. Legislative acts usually list elements of the information support system: sometimes only information databases, registries, cadastres; in other cases, actors (both those responsible for creating information

databases and users) are included.

In all cases, current environmental legislation classifies the accounting of natural objects and resources, environmental monitoring, and the recording of entities negatively impacting the environment as part of the information support of state environmental management. Presently, results of such accounting and monitoring are scattered across more than twenty databases. Environmental information contained therein (due to the absence of uniform standards ensuring measurement compatibility and the lack of timely data collection and analysis) does not meet reliability requirements.

All environmental information for the purposes of information support of state environmental management under digitalization is proposed to be divided into statistical data (quantitative and qualitative information on environmental processes — registries, cadastres, environmental monitoring) and strategic data (prospective information — management tasks, ways to solve assigned tasks, control indicators, etc.). Each subsystem's objectives, principles, and formation procedures are defined.

It should be noted that the emphasis on the right to reliable environmental information has shifted: in the "pre-digital" period, it was viewed as a necessary means to achieve the right of everyone to a favorable environment. Under digitalization, the primary focus is on the anticipatory duty of authorities, local governments, and other officials to provide information via official websites or information systems on the Internet as open data.

To determine the reliability of environmental information, it is proposed that such information must simultaneously be true (objective, unaltered, accurate), sufficient (not excessive, not fragmentary or selective),

timely (up-to-date), and impartially collected. For state environmental management purposes, the concept of environmental information must be defined to avoid legal uncertainty in determining whether specific information qualifies as environmental.

The National Spatial Data System being implemented in Ukraine represents the next stage of improving the registration and cadastral accounting of coordinate-based objects. At the same time, examples from other state information systems show a trend toward including environmental information in databases not directly related to comprehensive environmental information accumulation (trend toward "greening" such systems).

For the digitalization of state environmental management, it is necessary and feasible to create a next-generation state information system — a "digital twin of the environment," which will integrate data on coordinate-based objects (based on the National Spatial Data System) and environmental quality data (based on the unified state environmental monitoring system).

Conclusions

All functions of state environmental management, in terms of the possibility and appropriateness of their digitalization, are proposed to be divided into three groups: the first group – functions that should primarily be carried out using and/or with the help of digital technologies; the second group – functions that can be carried out using and/or with the help of digital technologies only if certain conditions are met; the third group – functions of state environmental management, the implementation of which, wholly or in part, is proposed to be carried out without the use of

digital technologies.

A separate basis for classifying the functions of state environmental management for the purpose of digitalization is whether they are ultimately carried out through interaction between management subjects and objects or without such interaction. Functions carried out without interaction should include those aimed at collecting environmental information and providing it. An example of functions that largely require interaction between state environmental management authorities and the entities subject to such management is state environmental control, which serves as a guarantee of the overall effectiveness of management activities in the field of environmental protection.

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Zdolnik Vitalii, Postgraduate Student, Interregional Academy of Personnel Management, Kyiv, Ukraine, v.zdolnyk@gmail.com, https://orcid.org/0000-0003-4739-1072

INSTITUTIONAL CHANGES IN THE MODERN WELFARE STATE: FROM A SOCIAL SECURITY STATE TO A SOCIAL SERVICE STATE

Abstract

The article examines the transformation of the welfare state into a social service state, highlighting the evolution of social assistance into comprehensive social services provided by the state. It analyzes the historical genesis of the social state concept, tracing its development from early philosophical ideas of universal welfare (Plato, Aristotle) to the German 19th-century model of the Sozialstaat and the British Beveridge Plan of the mid-20th century. The study emphasizes the gradual expansion of state functions from primary social regulation and protection to the provision of diverse social services aimed at ensuring equal opportunities and supporting vulnerable groups. It also explores the typologies of social states, including liberal, conservative, and social-democratic models, and considers the global convergence of social policies under the influence of globalization and informatization. The article identifies the key principles of the modern social service state, including client-oriented, personalized, and universal approaches to social support, the delegation of service provision to non-state actors, and the active role of civil society in social welfare. The Ukrainian model of the social service state is characterized as

mixed, combining paternalistic features with elements of individual autonomy and shared responsibility. The study concludes that the modern social service state transforms the relationship between the individual and the state, promoting social adaptation, personal development, and social integration through accessible and targeted social services, thereby ensuring social solidarity and humanistic values.

Keywords: social state, welfare state, social service state, social services, social policy, social assistance, civil society, Ukraine, social transformation, social equality, client-oriented approach

Problem Statement

The modern system of social services, its composition, and its role in the functioning of society and the digitalization of the social sphere are, in a broad sense, a natural result of the transformation of the welfare state, which in developed countries has reached the stage of the so-called "service state" or "state of social services." The aim of such a state is to provide each individual with exactly the support they need, which can alter the trajectory of their life path. The formation of a system of social services, embodying the sphere of public welfare, is closely intertwined with the establishment and historical development of the welfare state. Therefore, it is necessary to trace the genesis of the idea of its emergence and transformation in terms of the evolution of the function of assistance into the function of providing social services, as well as to highlight the discourse on the problems and prospects of its current state and development, both in Ukraine and in other countries.

Today, scientific literature offers numerous interpretations of the

concept of a "social state" (from the German Sozialstaat), which essentially describe a specific type of modern, highly developed state in which a high level of social protection for all citizens is ensured through active state regulation of social, economic, and other spheres of public life, as well as through the establishment of social justice and solidarity [1]. It is viewed as a form of socio-economic organization of society in which the state plays a key role in ensuring a decent standard of living and social-legal protection for its citizens [2].

It is important to differentiate the German term "social state" (Sozialstaat), used in Germany, Ukraine, and some other European countries, from the English concept of a "welfare state," commonly used in publications. For example, the British Encyclopaedia Britannica defines the welfare state as a governance concept in which the state or a well-organized network of social institutions plays a central role in protecting and promoting the economic and social well-being of citizens based on principles of equal opportunity, fair distribution of wealth, and societal responsibility for those unable to take advantage of these opportunities. Semantically, this definition is identical to that of the social state. However, modern domestic studies note that although these terms are often used interchangeably in the literature, this is not entirely accurate: the social state is a broader concept than the welfare state, and in the periodization of the formation and development of the social state, the welfare state represents a stage of development, i.e., a specific modification of this concept.

Analysis of Recent Research and Publications

The ideological foundation of the social state resonates with the views of ancient thinkers on the ideal political order that ensures the common

good for all citizens (Plato, Aristotle), with certain views on social justice of humanists (T. More, T. Campanella), and utopian socialists (A. Saint-Simon). Later, this idea was formalized as the concept of the social state in 19th-century German thought (L. von Stein, J. Offner, F. Naumann, A. Wagner), largely influenced by the ideals of the French Revolution of 1789 and as a response to the threats of revolutionary upheaval. It was based on the proclamation of a new role of the state in fulfilling social functions: the social state was understood as a form of governance providing economic protection and social well-being for citizens based on legal and social equality among different classes and intended to signify a high degree of alignment of goals and harmonization of relations between state institutions and society.

For instance, the author of the term "social state," L. von Stein, whose theoretical views were shaped by Hegelian philosophy, French socialist doctrines, and analysis of the development of capitalism in Germany, considered one of the state's main tasks to be "assistance to those suffering deprivation of personality," i.e., the state should ensure the material conditions for individual autonomy. F. Naumann reflected on the material and moral uplift of the lower classes through broad social reforms, developing a liberal concept of the social state, while A. Wagner envisioned transforming the bourgeois state into a "state of culture and general welfare," regarded as the most radical approach.

From a historical perspective, H. Ritter emphasized that the transition to a social form of the state becomes inevitable at a certain stage of economic development (the economic-regulatory approach), as society encounters unprecedented complexity in social processes and economic

relations due to industrialization and the decline of traditional forms of state care for family life. Consequently, the primary function of state policy becomes the integration of social groups through mechanisms of social protection, which contribute to reducing social inequality, stabilizing, and gradually transforming social, political, and economic structures through citizen adaptation.

However, the idea that assistance in society should not rely solely on a system of social insurance granted only to those who, through work and contributions, earned the right to receive it (as in Bismarck's model of the social state based on commutative justice), but rather on a system of state universal support, emerged by the mid-20th century. A landmark figure in developing this approach was W. Beveridge, considered one of the foremost social reformers in England. His world-famous report Social Insurance and Allied Services (the so-called "Beveridge Plan"), published in 1942, became the key document defining the main directions of postwar European social policy and proposed a new model for organizing social security systems. It was based on a universalist approach, aimed at covering most social groups, introducing a single national minimum income, ensuring full employment, and combating the "five giant evils": want, disease, ignorance, squalor, and unemployment. The government's proclaimed goal was the "happiness of the ordinary person." This social policy model was applied in Belgium, Denmark, the Netherlands, partly in Germany, and also influenced the modern Swedish social security system. The state thus assumed responsibility for providing assistance to all disadvantaged social groups.

Purpose of the Article

To examine institutional changes in the modern welfare state: from the social security state to the social service state.

Presentation of the Main Material of the Study

Gradually, the idea formed that meeting the basic needs of each individual at a decent level, including through social services, helps maintain the stability of societal structure, which is the main task of the social state. The state itself is motivated to transform into a social state, as this becomes a necessary condition for its preservation and development.

However, providing social services as a function of state institutions in a social state did not emerge immediately. Initially, three types of social functions were formed that determined the directions of social policy: primary (regulation of labor, relations among society members, ensuring public access to natural goods); general (provision of accessible healthcare and education, fulfillment of cultural needs, etc.); and directly social (employment, social security, etc.). Only later, at a certain stage of social state development, were these functions supplemented by the provision of new social services, forming a state-supported system of such services. In the most developed countries, this occurred in the mid-20th century, from the late 1940s to the 1960s, resulting in the establishment of social service states. They became providers of services such as social patronage, creation of living environments for people with disabilities, development and implementation of rehabilitation programs for specific social groups, state support programs, and the creation of necessary living conditions for particular categories of people and regions.

A distinctive feature of state social services is that they do not merely compensate individuals for the inability to achieve certain living standards

independently, but actively create conditions for achieving these standards, holding the state responsible for ensuring equal social opportunities for all social groups.

In the most developed countries, the social security or welfare system gradually transformed into a system of social services from the mid-20th century, with the state becoming increasingly service-oriented. This created opportunities for active social adaptation and expansion of the resource potential of diverse social groups, allowing them to independently overcome difficult life situations with the support of social services without the risk of falling to the "social bottom."

The period from the late 1950s to the mid-1980s is referred to in the literature as the stage of the welfare (prosperity) state, characterized by the dominant function of ensuring a high standard of living for all members of society, including social groups not contributing to social insurance, based on the principle of solidarity, which entails general social support and a focus on universal quality-of-life indicators [3]. Theoretically, the transition to a welfare state implied abandoning the principles of commutative justice (receiving according to one's contribution) and moving toward distributive justice (redistribution of goods from rich to poor). Since distributive justice requires state intervention and the functioning of social protection authorities and services, their role in society increased.

In the mid-20th century, theoretical understanding of social state transformation attracted the attention of many prominent scholars such as R. Titmuss, G. Esping-Andersen, G. Ritter, T. Tilton, and N. Ferris. They clarified the concept of the social state and studied its typology, as the history of formation and development of social relations, care for

vulnerable groups, and social service systems varied across countries.

For instance, R. Titmuss distinguished social states based on the level of social expenditure: those financed on a residual basis (providing minimal guarantees) and those following an "institutional" principle (ensuring sufficient social support and services). G. Esping-Andersen criticized this approach, noting that state expenditure could alternatively target full employment or tax reductions for the middle class. He identified three regimes of the social state: liberal (USA, Canada, Australia), providing assistance based on needs assessment; conservative (Austria, France, Germany, Italy), based on social insurance; and social-democratic (Scandinavian countries), applying universal social rights to both disadvantaged groups and the middle class. Social services and benefits in the latter are developed to ensure equality of high standards as well as minimum needs. The main drawback is cost: most citizens must contribute, highlighting the growing importance of social services for workforce inclusion of all able social groups (e.g., women, disabled individuals).

American scholars T. Tilton and N. Ferris discussed the positive state (based on social insurance), the social security state (providing more social rights and guaranteeing basic income at or above subsistence), and the welfare state (based on equality, social programs, and redistributive collaboration). M. Daly and J. Lewis concluded that in Scandinavian countries, state care for elderly and children relieves families of some responsibility, whereas in Mediterranean countries, care remains a family obligation. In Germany, social support for the elderly and children may be provided by families or community organizations with state funding. In France, childcare is state-funded, while non-profits care for the elderly. In

the UK and Ireland, childcare is provided by NGOs, eldercare by state social services, with funding distributed according to organizational ownership.

In the last two decades, developed countries' social policies increasingly display similar traits. According to P. Spicker, policy transfer and imitation occur: for example, England's Poor Law influenced the US, Australia, and other countries, though identical norms were not adopted. Bismarckian social insurance and Beveridge's report were widely copied. Governments emulate one another, increasingly "doing similar things almost simultaneously." T.Yu. Sidorina, analyzing dozens of scholars' views worldwide, concluded that in the 21st century, welfare regimes are increasingly affected by globalization, with differences between them softening. States heavily funding social expenditures through budgets began using social insurance systems and introducing cost-sharing in state social services. Simultaneously, states emphasizing insurance funding began expanding budgetary participation.

A defining feature of the social state is that its formation in any model is directly linked to a principled increase in expenditure not only on social security but also on developing social service systems. According to G. Esping-Andersen, such a state should now be seen as a system of stratification—not just a mechanism to intervene or adjust inequality, but an "active force in ordering social relations."

Since the late 1970s, criticism of the welfare state has grown: both regarding its outcomes and theoretical-ideological foundations. On one hand, social programs consumed increasing resources; on the other, debates emerged on undermining personal initiative and fostering dependency. The

period from the early 1980s to the mid-1990s is marked as the "welfare state crisis," characterized by the state's efforts to maintain uniform living standards facing economic, demographic, and civilizational constraints. In a sense, state support may fail to eradicate poverty and may even exacerbate it and demoralize the population.

A global transformation occurs in relations between individuals and social institutions. To continue serving justice, the welfare state must not merely distribute aid and enforce universal rules but must become a service state, providing each person with the support they need. In official social policy documents, this approach is called client-oriented, targeted, or personalized, and it has increasingly gained traction as a legally established principle of social service.

Since the mid-1990s, new concepts of the social state emerged as a mechanism to reconcile market laws with social goals, abandoning paternalism, aiming to eliminate dependency, and creating favorable social conditions via a socially oriented market economy, civil society development, active social policy, and increased role of citizens. This modern stage is characterized as the liberal (or neoliberal) social service state. The market of social services plays an increasing role: provision of services is handled not only by social services but also by commercial and non-profit organizations, with the state delegating authority through social contracts, granting them the status of "social service providers" and providing budgetary funding. This system becomes more flexible, better meeting societal needs and leveling individual and group resource disparities.

This "third way" is considered a response to globalization and

informatization, producing a new type of social transformation capable of adapting to objective circumstances, nonlinear social processes, and policies addressing its shortcomings. The "third way" model implies state reform focused on increasing civil society influence; creating new forms of social control linking rights with responsibilities; restoring concepts of public good and social equality; combining individualism and communitarianism; revising social assistance concepts; rethinking employment issues; fostering human potential; recognizing social and human capital; and developing global citizenship awareness and responsibility.

In the "third way" concept, the state assumes responsibility for social order, relying on public institutions and delegating part of its authority in social matters. The state must self-reform to achieve public good, overcome citizen apathy, earn trust, and encourage civil society institutions, since civic initiative and self-governance are closely linked to community activity as structural units of civil society. For instance, the state can create favorable conditions for socially oriented organizations that provide services to various social groups, through support and encouragement mechanisms.

Civil society is viewed as a society capable of being overseen by the state. The maturity of such society, the development of its values and institutions, determine the chosen paradigm of state development.

Conclusions

Thus, the restructuring of the social state led to the emergence of the social service state, whose social policy emphasizes social services. The nature of interactions between the state and individuals has changed: the

consumerist stance is no longer encouraged, as social services provide individuals with opportunities to develop themselves and reintegrate into society, activating their internal resources. As a result, the social security system transforms into a social service system. The Ukrainian model of the social service state is mixed: it displays features of a paternalistic state system (high societal expectations of the state's duty to solve any problems, consumerist tendencies, collectivism, mutual aid) as well as features of another model (individualism, personal autonomy, shared responsibility with the state for problem-solving and life organization, overcoming dependency, self-help). Today, the state is the main institution creating and controlling the social service system, fostering values of social solidarity, humanism, and civic engagement. State social policy is the primary instrument for regulating relationships between groups facing difficulties in functioning, requiring assistance, and interacting with state institutions and society as a whole through norm creation, organizational establishment, and new practices.

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