Scientific Center of Innovative Research OÜ

PUBLIC ADMINISTRATION AND LAW REVIEW (PALR)

Issue 2 (18)

2024

e-ISSN 2674-5216 print-ISSN 2733-211X
DOI: 10.36690/2674-5216-2024-2

International databases and directories indexing publications:

- CrossRef (DOI: 10.36690);
- ISSN International Centre;
- Google Scholar;
- National Library of Estonia;
- The ESTER e-catalog;
- PKP-Index;
- Eurasian Scientific Journal Index;
- Academic Recourse Index (ResearchBib);
- Advanced Science Index (Germany);
- ICI World of Journals (Poland);
- Open Ukrainian Citation Index (Ukraine);
- Directory of Research Journals Indexing (India);
- OpenAIRE;
- Dimensions;
- ORCID

Public Administration and Law Review. DOI: 10.36690/2674-5216-2024-2

The second issue contains articles by scientists from different countries, prepared on the basis of their scientific work. It is designed for university teachers, graduate students, undergraduates, practitioners in Public Administration, Law and Psychology.

Publication frequency: quarterly (March, June, September, December)
Languages of edition: English

CONTENTS

CHAPTER 1
MODERN TRENDS IN PUBLIC ADMINISTRATION

STATE SUPPORT OF BUSINESS IN UKRAINE

Viacheslav Melnyk[1], Yevhen Pidlisnyi[2], Vitalii Honcharuk[3]

[1]*Ph.D. (Economics), Associate Professor, Associate Professor of the Department of Economics and Social-Behavioral Sciences, Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine, e-mail: melnyk.v@udpu.edu.ua, ORCID: https://orcid.org/0000-0001-9223-8646*

[2]*Ph.D. (Pedagogy), Associate Professor, Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine, e-mail: gek8226@gmail.com, ORCID: https://orcid.org/0000-0003-3127-2116*

[3]*Ph.D. (Pedagogy), Senior Lecturer of the Department of Chemistry and Ecology, Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine, e-mail: gvitalii1975@gmail.com, ORCID: https://orcid.org/0000-0002-3977-3612*

Citation:
Melnyk, V., Pidlisnyi, Y., & Honcharuk, V. (2024). STATE SUPPORT OF BUSINESS IN UKRAINE. *Public Administration and Law Review*, (2(18), 4–11. https://doi.org/10.36690/2674-5216-2024-2-4-11

Received: March 23, 2024
Approved: June 28, 2024
Published: June 30, 2024

Abstract*. The article highlights the main directions of state support for small and medium-sized businesses and the functions of the state as a supporter of entrepreneurship development, which consist in providing not only financial, but also informational support, creating and maintaining institutional support and infrastructure. The purpose of the article is to review and analyze the instruments of state regulation and support of entrepreneurship in the countries of the world and the measures and programs introduced by the Government of Ukraine to support and stimulate domestic business. Analysis, synthesis and modeling methods were used to study the state of research. The results of our research was carried out with the help of empirical methods: pedagogical observation, questionnaires, interviews, testing, the method of experimental evaluations. Mathematical statistics methods were used to process the research results. The reasons for the inefficient activity of enterprises are considered, which are connected, among other things, with an unbalanced state policy and the lack of protection from the state. Current areas of support for small and medium-sized businesses are described, including taking into account European programs. State support for small and medium-sized businesses today can be considered insufficiently effective, as evidenced by a number of examples and the consequences of ill-considered decisions by the authorities, which, with the aim of stabilizing the economy in the state, inflict a tangible blow on the activities of small businesses and threaten the existence of a large part of them. The directions of management of small business structures have been determined, the primary tasks of their further functioning and development were outlined, public opinion regarding their activities was formed.*

Keywords: *small and medium-sized businesses, state support for small and medium-sized businesses, financial support for small and medium-sized businesses, support for the development of entrepreneurship, financing, regional programs.*

JEL Classification: H12, H39, H56
Formulas: 0; fig.: 0; table: 0; bibl.: 22

Introduction. The state is the subject of economic relations, whose competences and capabilities in terms of creating favorable conditions for starting and carrying out entrepreneurial activities are the widest. The possibility of forming a favorable and predictable legal field for the development of entrepreneurship and the realization of the right to it, which is an integral component of socio-economic development and economic security of the state, a priority function of public administration bodies in the conditions of a market economy, depends on the effectiveness of the economic policy of state administration bodies. which is necessary for the democratization of society, ensuring the well-being of citizens, the formation of a civilized competitive environment [4], the economic development of the state, especially in the conditions of accelerating the processes of European integration.

The development of small entrepreneurship, as a specific sphere of market relations, plays an important role in ensuring the sustainable development of Ukraine's regions. The effectiveness of its functioning is associated with innovative changes in the structural modernization of the regional economy, the solution of social problems in the process of supporting the population and rational use of nature and environmental protection.

The effective development of the small business sector creates a competitive environment for business entities of various types of economic activity in the system of the regional economy, for the development of which there are favorable conditions and resource potential, the interest of foreign and domestic investors. At the same time, the successful activity of the small business sector solves a number of important tasks in ensuring regional development, in particular, it contributes to the replenishment of budgets at various levels, the saturation of the consumer market with goods and services, creating new jobs, increasing the employment of the population and reducing the unemployment rate.

Certain principles regarding the formation and development of small business entities have been formed in society. During the years of Ukraine's independence, this type of management went through a complex organizational path of formation and development with the approval of certain trends in entrepreneurial activity.

Literature review. The state support of business in Ukraine is a critical issue, especially in the context of the ongoing conflict and economic challenges the country faces. Several key documents and initiatives highlight the strategies and measures undertaken by the Ukrainian government and international bodies to bolster business resilience and growth.

According to the Center for Strategic and International Studies (CSIS), there are few touch points to integrate the broader business sector into support mechanisms. The Ukrainian government has launched various initiatives to assist SMEs, which are crucial for the country's recovery and reconstruction (CSIS Report).

The US Embassy provides a wide range of services to help businesses pursue their goals in Ukraine, including matchmaking between trading partners and joint ventures. This highlights the role of international support in fostering business development in Ukraine (US Embassy in Ukraine).

The Ukrainian government has introduced an investment incentives system intended for new large-scale investment projects. This is detailed under the law "On State Support for Investment Projects with Significant Investments in Ukraine" (UkraineInvest).

The European Business Association (EBA) discusses the importance of supporting Ukrainian businesses to ensure the country's economic capacity during the war. This includes various state support measures to help businesses navigate the challenges of the conflict (European Business Association).

The Ukrainian government's commitment to economic integration with the EU includes support for the inclusion of Ukraine into the pan-European business-support network. This aims to align Ukrainian business practices with European standards (European Commission PDF).

Governor Newsom's order for state agencies in California to ensure contracts comply with sanctions on Russia and support Ukraine reflects the global dimension of support for Ukrainian businesses (Governor Newsom's Order).

Research on the state support and business stimulation in Ukraine underlines the importance of the agricultural sector and the latest state programs for supporting and stimulating this market (Research on Agricultural Market).

The International Trade Administration (ITA) supports Ukraine by facilitating private sector engagement to help meet the country's needs. This includes supporting U.S. businesses in engaging with Ukrainian markets (International Trade Administration).

The Ukraine Business Initiative by the U.S. Chamber of Commerce ensures critical financial, military, and political support for Ukraine and promotes private sector investment by maintaining conducive reforms. (U.S. Chamber of Commerce)

The Department of Commerce reiterates its support for Ukraine, emphasizing ongoing support amidst Russian aggression and the importance of sustaining business activities (U.S. Department of Commerce).

Problems of state regulation, support and stimulation of business development have always been in the center of attention of both domestic and foreign economists. Such scientists as: O. Bilousova (Bilousova O.S., 2017), N. Zayarna (Zayarna N.M., 2011), I. Komarnytskyi (Komarnytskyi I. M., 2000), L. Mamatova (Mamatova L.Sh., 2017), I. Shovkun (Shovkun I.A., 2017) devoted their research to this topic.

At the same time, the current state of economic development determines the need to form a special view on the nature of state support and stimulation of business development as a sphere that, on the one hand, is key to the economic growth of the country, and on the other hand, is in constant ineffective reform.

Aims. The purpose of the article is to review and analyze the instruments of state regulation and support of entrepreneurship in the countries of the world and the measures and programs introduced by the Government of Ukraine to support and stimulate domestic business.

Methodology. Analysis, synthesis and modeling methods were used to study the state of research. The results of our research was carried out with the help of empirical methods: pedagogical observation, questionnaires, interviews, testing, the method of experimental evaluations. Mathematical statistics methods were used to process the research results.

Results. The development of entrepreneurship in Ukraine has reached a stage where the improvement of regulatory policy determines its future prospects. State regulation of entrepreneurship is a system of legal, organizational, and regulatory and control measures of the state aimed at creating a favorable business environment and managing the public sector to ensure the efficiency and competitiveness of the national economy. Ukraine as an independent, independent state today guarantees equal rights to all entrepreneurs (regardless of their chosen organizational forms of entrepreneurial activity) and creates equal opportunities for functioning, access to material and technical, financial, labor, information, natural and other resources, provided that work is performed and supplies for state needs (Komarnytskyi I. M., 2000).

The state regulates business activities through:

– legislative provision of freedom of competition, protection of consumers from manifestations of unfair competition and monopoly in any spheres of business activity;

– tax and financial and credit policy, including the establishment of tax and interest rates for state loans, tax benefits, prices and pricing rules, exchange rates, the amount of economic sanctions;

– determination of social norms of enterprise functioning, according to which the entrepreneur is obliged to provide appropriate working conditions, labor protection, wages not lower than the established minimum level, as well as other social guarantees, including social and medical insurance and social security;

– establishment of environmental norms and standards;

– involvement of entrepreneurs in the implementation of various scientific, technical and economic regional and state programs;

– conclusion of contracts for the performance of works and provision of services for state needs (Melnyk V.V., 2023).

Small and medium-sized businesses in most leading countries contributed to political and socio-economic stabilization, the creation of a middle class (in France, Great Britain, Belgium, Germany, Canada, Spain), overcoming the recession (in Israel, the USA), the creation of new markets (in Mexico, Canada, Singapore, Japan), successive implementation of reforms (in China, Poland, the Czech Republic, Hungary, Slovakia) (Zayarna N.M., 2011).

In China, state support for small innovative enterprises is carried out as part of the general development strategy: creation of business incubators; assistance in the organization of venture capital funds for small enterprises; placement of state orders in the small business sector, etc. (Zayarna N.M., 2011).

The German government also provides assistance to its small and medium-sized enterprises in the form of loans and subsidies. In post-war Germany, the original model of credit guarantees for small businesses was used. In 1948, the Bank of Credit Guarantees was created to manage the funds received under the Marshall Plan for the Reconstruction of Europe.

At the same time, regional credit corporations were created. Now the Bank of Credit Guarantees is one of the ten leading banks in Germany and unites 24 regional institutions. The capital of the bank is fully state-owned, with 80% owned by the federal administration and the remaining 20% by the state administration.

As for regional credit institutions, they are in the hands of private capital and have the form of joint-stock companies. The profits of these companies are exempt from tax in view of the important social role they play. During its existence, this system provided small and medium-sized entrepreneurs with more than 100,000 guarantees for a total amount of 10 billion marks (Zayarna N.M., 2011).

Countries with a developed market economy are characterized by a higher level of small business development and the degree of its participation in ensuring the competitiveness of national economies. Thus, more than 62 million people (or 50% of all workers in the private sector) are employed in small businesses in the USA, which create more than 50% of the country's GDP. Over the past 15 years, 64% of the total number of new jobs created in the segment of the US national economy - small business (Bilousova O.S., 2017).

Tools, or methods, of state regulation and support of entrepreneurship can be divided into economic, administrative, and psychological. Among the administrative methods, the most significant and promising is the regime of the greatest support for the development of entrepreneurship under the implementation of the appropriate legal framework, which would not interfere with the functioning of large business structures and state enterprises. Economic methods are divided into three groups. Financial methods of entrepreneurship development are: preferential lending, availability of investment resources, subsidization, joint financing of socially significant projects.

No less relevant are fiscal methods, a reasonable reduction of the tax burden on business structures, which contributes to the expansion of business. The resource method is the development of human resources, including training and retraining of labor resources based on state training programs; information provision, including participation in exhibitions, conferences, fairs and access of business structures to material resources. Therefore, the mechanism of public administration is a complex and systemic entity that organically combines various components: economic, motivational, organizational, political and legal (Mamatova L.Sh., 2017).

Small entrepreneurship adds the necessary flexibility to the market economy of Ukraine, mobilizes significant financial and production resources of the population, carries a powerful anti-monopoly potential, contributes to the smoothing of social conflicts, plays an important role in the socio-economic survival of certain sections of the population and entire regions of the country. It should be especially emphasized the fact that, by its very nature, a small business objectively gravitates to a certain territory, which creates a favorable local socio-economic climate for its functioning and development.

It is the regional centers as integral territorial socio-economic entities that are the sources of transformations in the general system of social ties and relations in the state, including economic ones, that create relatively favorable conditions for the development of viable small entrepreneurship. There are a number of reasons for this. Firstly, all components of society – population, production, housing, infrastructure, bodies of state, local, public administration and self-government – were concentrated to one degree or another in a relatively small space within the boundaries of a large city. Secondly, within the boundaries of a large city, several reproductive cycles occur in its main subsystems (for example, socio-demographic, investment-construction, budgetary, etc.).

Thirdly, all the largest cities are traditional administrative centers of Ukraine, which are endowed with important political, cultural, and economic centers and play the role of supporting nodes in the territorial organization of society. Fourthly, the largest cities have at their disposal a huge potential in the form of a suitable economic and geographical position, a multifunctional structure of the economy, a combination of production with science, culture, and education. This makes them leaders of socio-economic transformations, they ensure the formation of a single economic, cultural, scientific and information space of Ukraine. Fifth, large cities are the most important centers of commercial and financial and budgetary activity. In particular, they are the main donors of funds to the local and state budgets of Ukraine.

Sixth, the largest cities play a significant role in the formation of market infrastructure. It is here that legal offices, marketing, consulting, auditing organizations, brokerage offices, stock and currency exchanges, insurance companies, advertising agencies, exhibition complexes, centers for providing services for the development of information technologies and means of business communication, associations of entrepreneurs, public and state assistance funds are located. development of entrepreneurship (Shovkun I.A., 2017).

Discussion. Today, the priorities of the state policy for the development of entrepreneurship are:

a) achieving mutual understanding between regulatory bodies and the business environment when developing and monitoring the implementation of regulatory procedures. It is necessary to introduce effective formats of public consultations with small business entities, taking into account industry and regional characteristics. This will make it possible to identify weaknesses in regulation and find the most effective tools of state intervention without creating tension in the small and medium business sector;

b) ensuring the order of adjustment of regulatory norms based on the results of assessment of the achievement of the goals of the current regulation. Completion of the cycle of public administration is impossible without analyzing the effectiveness of regulation and making an appropriate decision to continue its operation, make adjustments to it, or cancel it when the goal is achieved. This requires increased attention of state authorities to the implementation of state regulatory policy procedures in terms of performance tracking.

For this purpose, it seems appropriate to introduce a procedure for planning and tracking performance, as well as accompanying these procedures with public consultations;

c) simplification and cheaper regulatory procedures for small and medium-sized businesses. It is necessary to ensure proper compliance by state authorities with the requirements of the regulatory policy regarding the determination of the purpose and goals of regulation, the calculation of its value for small businesses. Regulation developed without following the necessary procedures increases the costs of business entities and reduces investment attractiveness. Analysis of the cost of regulation before it enters into force allows finding the necessary compensatory tools and introducing its format, which will not cause resistance from entrepreneurs;

d) introduction of effective models of financing entrepreneurial activity.

Conclusions. Therefore, considering the experience of state regulation of entrepreneurship in EU countries, it is important to emphasize that the concept of supporting small and medium-sized businesses in them is clear and understandable. It takes into account national and pan-European interests, includes the goals and principles of the relevant policy, and also has mechanisms and organizational structures for its implementation. Therefore, the formation of a favorable business climate in Ukraine must depend on the coordinated and rapid promotion of reforms and the implementation of tasks to stimulate investment activity, macroeconomic stabilization, deregulation, development of the domestic market and diversification of foreign economic cooperation. Actualization of the development of small entrepreneurship in conditions of decentralization of power requires special attention from the state, since the establishment of positive trends and the implementation of measures to improve business activities in the region are directly dependent on formation of targeted, consistent and predictable state regulatory policy and actions of local authorities and management bodies in the field of business activity.

Activation of its growth will be based on effective institutional support, elimination of administrative barriers and reducing the regulatory factors of the functioning of business entities, forming a mechanism for financial support and encouraging investment in the field of small business, increasing effective cooperation in the state-business-society format.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

References:

1. Analytical report on the Annual Message of the President of Ukraine to the Verkhovna Rada of Ukraine "On the internal and external situation of Ukraine in 2017". K.: NISD, 2017. 928 p.
2. Bilousova O.S. Increasing the role of state investments in the modernization of the real sector of the economy of Ukraine. Finances of Ukraine. 2017. No. 5. P. 63-75.
3. Center for Strategic and International Studies. (2023). Supporting small- and medium-sized enterprises (SMEs). CSIS Report. Retrieved from: https://www.csis.org/analysis/supporting-small-and-medium-sized-enterprises-ukraines-recovery-and-reconstruction.
4. Concept of improvement of state regulation of economic activity: [Decree: No. 816/27 dated 3.9.27]. URL: http://www.president. gov.ua. (date of application: 10.03.2023).
5. European Business Association. (2022). Business support during war. Retrieved from: https://eba.com.ua/en/derzhavna-pidtrymka-biznesu-pid-chas-vijny-shho-treba-znaty.
6. European Commission. (2020). Economic integration with the EU. Retrieved from: https://neighbourhood-enlargement.ec.europa.eu/system/files/2020-05/c_2020_3294_f1_annex_en_v1_p1_1078533.pdf.
7. International Trade Administration. (n.d.). Supporting Ukraine's market engagement. Retrieved from [URL]
8. Komarnytskyi I. M. Organizational and economic mechanisms of entrepreneurship development: Monograph. Uzhgorod: "Patent" publishing house, 2000. 224 p
9. Mamatova L.Sh. State regulation of business activity in Ukraine. Bulletin of the Pryazovsky State Technical University: coll. of scientific works / State Higher Secondary School "PDTU". Mariupol, 2017. Vol. 33. P. 153-160
10. Mihus, I., & Gupta, S. G. (2023). The main trends of the development of the digital economy in the EU countries. *The development of innovations and financial technology in the digital economy: monograph. Editor-in-Chief. M. Denysenko. Scientific Center of Innovative Researches OU*, 23-41. DOI: DOI: https://doi.org/10.36690/DIFTDE-2023-23-41.
11. Mihus, I., & Gupta, S. G. (2023). Exploring the foundations of the digital economy: an in-depth overview. *Business model innovation in the digital economy*, 6-37. DOI: https://doi.org/10.36690/BM-ID-EU-6-37.
12. Melnyk V.V., Podlisny E.V. State support of small and medium-sized businesses in Ukraine. Business navigator, 1

(71), 2023, pp. 26-30.
13. Office of Governor Newsom. (2022). California's support for Ukraine. Retrieved from: https://www.gov.ca.gov/2022/03/04/governor-newsom-orders-state-agencies-to-ensure-contracts-comply-with-sanctions-on-russia-calls-on-california-businesses-and-organizations-to-support-ukraine.
14. Reznik, N. P., Gupta, S. K., Sakovska, O. M., & Ostapchuk, A. D. (2018). A research of state regulation of stock exchange in Ukraine: significance and growth for economic development.
15. Reznik, N. P., Ostapchuk, A. D., Gupta, S. K., Sakovska, O. M., & Levkina, R. V. (2019). Ukrainian world exchange market of oilseeds: A research of chlanges for growth. *International Journal of Engineering and Advanced Technology*, *8*(6), 3823-3829.
16. Shovkun I.A. Localization of production - global practice and conclusions for Ukraine. Economics and forecasting. 2017. No. 2. P. 31-56.
17. Solonenko, Yu. & Panasiuk, P. (2023). State support and business stimulation Ukraine in the conditions of war. Galician Economic journal. № 3, p.190-200. DOI: https://doi.org/10.33108/galicianvisnyk_tntu2023.03.190.
18. U.S. Chamber of Commerce. (n.d.). Ukraine business initiative. Retrieved from: https://www.trade.gov/united-ukraine.
19. U.S. Department of Commerce. (n.d.). Supporting Ukraine amidst Russian aggression. Retrieved from: https://www.commerce.gov/tags/ukraine.
20. U.S. Embassy in Ukraine. (2023). Services for businesses. Retrieved from: https://ua.usembassy.gov/business.
21. UkraineInvest. (2023). On state support for investment projects with significant investments in Ukraine. Retrieved from: https://ukraineinvest.gov.ua/en/response-to-war/helpdesk/support-for-business.
22. Zayarna N.M. & Hnat, N.A. (2011). International experience of small business support and modern Ukrainian realities. *Scientific Bulletin of the NLTU of Ukraine.* Issue 21.1. P. 198-202.

DEVELOPMENT OF PARTICIPATION IN LOCAL GOVERNMENT OF UKRAINE: ADMINISTRATIVE AND LEGAL RELATIONS

Roman Yushchuk[1], Vasylyna Zabolotnya[2]

[1]Postgraduate student at the Institute of Public Administration, Governance and Professional Development, Lviv Polytechnic National University, Lviv-Briukhovychi, Ukraine, e-mail: advokat463@ukr.net, ORCID: https://orcid.org/0009-0005-0169-6198

[2]Senior lieutenant, officer of the department of moral and psychological support, Air Command "West" of the Armed Forces of Ukraine, Lviv, Ukraine, e-mail: vasilisazabolotnia@gmail.com, ORCID: https://orcid.org/0009-0005-4957-0017

Citation:
Yushchuk, R., & Zabolotnya, V. (2024). DEVELOPMENT OF PARTICIPATION IN LOCAL GOVERNMENT OF UKRAINE: ADMINISTRATIVE AND LEGAL RELATIONS. *Public Administration and Law Review*, (2(18), 12–20. https://doi.org/10.36690/2674-5216-2024-2-12-20

Received: May 21, 2024
Approved: June 28, 2024
Published: June 30, 2024

Abstract. *The article reveals trends in the development of participation in local self-government of Ukraine. The purpose of the article is to study trends in the development of participation in local government. The methodology in this article is based on a number of normative legal acts of Ukraine, which today regulate the components of participation in local self-government, in particular the Constitution of Ukraine, normative legal acts on local self-government and public participation in local self-government, as well as international reports and norms. The main result of the research is the study of the development of local self-government from the foundations of democracy to its implementation in the national legislation of Ukraine at the current stage. After all, understanding the essence of partisanship is impossible without the concept of the essence of "participatory democracy", which is an innovative concept and is a mixed form of direct and representative democracy. The concept of participatory democracy as a basis for the development of participation in local self-government of Ukraine is revealed, the legal basis of the concept of "territorial community" as a subject of participation in local self-government is analyzed, and the basis the principles of community coexistence and local self-government are synthesized. The main problems of participation are identified and the main forms of public participation in local self-government are presented as a promising innovative method of management at the local and local levels. This article successfully delineates the transformation of participatory democracy in Ukraine, marked by a profound commitment to enhancing the mechanisms of public participation within local government structures.*

Keywords: *local self-government, territorial community, local development, participation, participatory democracy, innovative development.*

JEL Classification: H12, H56, H75

Formulas: 0; fig.: 1 table: 1; bibl.: 20

Introduction. It is generally accepted that the basis of a developed civil society lies in the active work of public institutions. Moreover, until recently, the concept of "civil society institution" was more of a philosophical or political science category. Back in November 2007, Government Order No. 1035-r [1] approved the Concept of Assistance to the Development of Civil Society by Executive Bodies, and Resolution of the Cabinet of Ministers of Ukraine dated November 5, 2008 No. 976 [2] approved the Procedure for Facilitating Public Expertise of the Activities of Executive Bodies. The implementation of the Concept should have made it possible to: ensure the further development of civil society and strengthening of its institutions: establish communications between executive authorities and these institutions; increase the level of civic culture of society, intensify the participation of citizens in the activities of institutions, the formation and implementation of public policy; develop the volunteer movement, charity and philanthropy. The domestic legal field today determines several forms of participation in local government. Thus, the Law of Ukraine "On Local Self-Government in Ukraine" [3] guarantees the right of members of a territorial society to influence the decision-making process at the local level in the forms of a local referendum, a general meeting of citizens, public hearings, submitting a local initiative for consideration by a local government body, initiating the creation self-organization bodies of the population.

Literature review. The basis and development of participatory democracy was studied by G. Almond, B. Barber, N. Bobbio, S. Verba, R. Dahl, K. Pateman and others. The features of political participation and its modern forms were analyzed by S. Yves, B. Barber, N. Nagelsa, R. Darenforf, L. Sanistebana, A. Sungurov, etc. Electronic participation and its prospects were considered by R. Coleman, P. Lieber, L. Diamond, P. Dunleavy, B. Wirtz, P. Deiser and others. Among domestic authors, I. Popova, A. Rudenko, I. Pavlenko, A. Danilyak, G. Makarov addressed the key problems of participation; certain aspects of the problem were analyzed by H. Kohalik, M. Latsyba, A. Khmara, A. Orlovsky, etc. d.

The research in this article is based on a number of regulations of Ukraine, which today regulate the components of participation in local government, including the Constitution of Ukraine, regulations on local government and public participation in local government.

The article "Development of Participation in Local Government of Ukraine: Administrative and Legal Relations" could potentially explore the evolving nature of citizen engagement and legal frameworks within Ukrainian local governance. The context of local government in Ukraine is multifaceted, characterized by a blend of local self-governance and state administration, which can occasionally result in jurisdictional ambiguities and conflicts (Portal COR).

A robust literature review for this topic might include studies on the structure of local government reforms in Ukraine, such as the reforms initiated in 2014 that aimed to enhance local autonomy while aligning with the European Charter on Local Self-Government. These reforms introduced a three-tier territorial system designed to decentralize powers and improve local governance efficiency (Portal COR).

European Commission reports on public administration reforms in EU member states, which provide comparative insights that could inform Ukraine's ongoing reform efforts (Demchyk, N. & etc., 2023).

Studies on citizen participation in governance, like those by Fung (2006) and Thomas (1995, 2012), which discuss the dimensions of participatory governance and could provide theoretical underpinnings for understanding local engagement in Ukraine (Mititelu, C., 2019).

Analyses of administrative legal relations in the broader European context, which might offer a comparative perspective on Ukraine's administrative challenges and legal solutions as seen in similar governance structures across Europe (Karpa, M., Akimova, L., Akimov, O., Serohina, N., Oleshko, O., Lipovska, N., 2021).

For a more detailed exploration of these themes, reviewing the specific legislative framework, such as Ukraine's Law on Local Self-Government and the constitutional provisions related to local governance, would be crucial. This would help in understanding the legal bases for participation, the roles of different local government bodies, and the complex interplay between central and local authorities in Ukraine (Portal COR).

We believe that it is necessary not only to highlight specific existing administrative and legal mechanisms, but also to contextualize them with broader trends in public administration and citizen involvement in the governance process.

Aims. The purpose of the article is to study trends in the development of participation in local government. In particular, we traced the development from the foundations of democracy to its implementation in the national legislation of Ukraine at the present stage. After all, understanding the essence of participation is impossible without the concept of the essence of “participatory democracy,” which is a broader concept and a mixed form of direct and representative democracy. Therefore, the objectives of the article were to correlate the concept of participatory democracy as the basis for the development of participation in local self-government of Ukraine, to reveal the legal basis of the concept of “territorial community” as a subject of participation in local self-government, to analyze the principles of coexistence of the community and local self-government and the main forms of public participation.

Methodology. The methodology in this article is based on a number of normative legal acts of Ukraine, which today regulate the components of participation in local self-government, in particular the Constitution of Ukraine, normative legal acts on local self-government and public participation in local self-government, as well as international reports and norms.

Results. To understand why the issue of public participation in local development is important and what problems new approaches to understanding public participation entail from both the public and the authorities follows through the prism of challenges, including:

- the problem of the so-called democratic deficit, civil apathy, decreasing level of legitimacy;
- resource limitations, public finance deficit – the need to determine priorities;
- there are insufficient existing mechanisms for representing interests;

- strong skills of "social veto" – the need for pervasion – social rules;
- imbalance of privileges and expectations in relation to obligations (simultaneously excessive expectations regarding power and lack of loyalty to it);
- social reality becomes less hierarchical and acquires a more networked grassroots character;
- increasing the role of media, new technologies, the emergence of new actors (civil society, initiative groups);
- new types of problems appear - there is a need to develop new models for responding to them (another form of leadership - not experts and not "commanders");
- democracy acquires features of a personal, direct and daily nature - problems of traditional organizations, incl.
- development of new technologies and their ambivalent role from the point of view of social activity;
- planning of investment projects, development of the space of parks, squares, playgrounds, small towns, bazaars, shopping centers.

The participatory approach to public administration is based on the classical principles of democracy, which require active public participation in discussion and decision-making on issues of public life in society. The theory considers democracy as one of the basic principles of organizing all areas of public life and social relations, which should extend not only to the political life of society and the procedure for forming power, but also to relations in the economy, the education system, the family, etc. The theory states that there are no areas that are isolated from politics, therefore, under the influence of the classical understanding of democracy, they are all within the sphere of the democratic political process.

Understanding the essence of participation is impossible without the concept of the essence of "participatory democracy", which is a broader concept and a mixed form of direct and representative democracy. Having synthesized these forms of democracy, we come to the conclusion that participatory democracy is organized as a hierarchical system with direct democracy at the base and a number of delegated representatives at each level, starting from the base (Fig. 1.).

	TYPE	MEMBERS INVOLVED	
LEVELS	representative democracy - national level - regional level - local level	representatives through delegation	Participatory democracy
BASIS	direct democracy	all of them	

Figure 1. The essence of participatory democracy as a prerequisite for participation in local government

Source: compiled based on [3, 13-17]

So, the model of participatory democracy presupposes the active participation of citizens in discussing and making decisions on the main issues of life. It includes tools that are used by local authorities to involve citizens in the process of collective decision-making. There are three forms of participation:

- participation as influence on government officials (elections, public opinion polls, individual and collective appeals, petitions, rallies and pickets);
- participation as decision-making (referendums or other types of voting on the basis of which decisions are made);
- participation as discussion (public initiatives and public discussions of political projects, hearings on public life, assessment of the possible consequences of decisions made).

Civic participation is a social science definition that deals with various mechanisms for public expression and allows the community to influence public decisions. Participatory decision making can be applied to any area of social activity, including economics, politics, government, culture and family. A distinction should be made here between the concepts of “community participation” and “citizen participation”, since the concept of “society” focuses on a group, although “citizen participation” is also used to refer to a subset of “community participation”.

During its formation, in particular, when constituting the institution of local self-government, the legislator used different terms: “territorial self-organization of society”, “citizens living in the territory”, “territorial collective of citizens”, etc. It is also obvious that until recently this concept was not used in any of the social sciences. Despite the fact that few people reject the definition of a territorial society as a subject of local self-government, the legislation of many countries around the world, oddly enough, ignores this concept. In addition, there is no definition of it as a subject of local self-government in developed democracies at all. It is also absent from the legislation of Ukraine, although the Constitution of Ukraine provides the very concept of territorial society (Table 1).

The functioning of a territorial society as a subject of self-government is closely related to management. Therefore, it is inappropriate to separately consider these concepts in their pure form.

The following principles should be adopted as the basis for the coexistence of the community and local self-government:

- *Transparency* - transparency in local government means the access of stakeholders to public data and information - regarding policy actions taken by officials and related results, as well as openness in the public decision-making process.
- *Accountability* - accountability refers to the relationship regarding the responsibility and duty of local governments, government agencies, officials and decision makers to provide transparent information about their actions, activities and performance results and to be held accountable for them. It also includes the right and responsibility of citizens and stakeholders to have access to this information, as well as the ability to question the government and reward/sanction its performance through electoral, institutional, administrative and social channels.

- *Virtue* - virtue means the consistent alignment and adherence to shared ethical values, principles and norms to support and give priority to public interests over private ones in the public sector.

- *Stakeholder participation* - stakeholder participation is all the ways in which stakeholders (any interested party and/or party concerned, such as individuals - regardless of their age, gender, sexual orientation, religious or political affiliation, organization civil society (CSOs), journalists, trade unions, academics) can be involved in the policy cycle, as well as in the design and delivery of services from information sharing to planning consultations and enhancing engagement and collaboration at all stages of the decision-making process.

Table 1. The legal basis of the concept of "territorial community" as a subject of participation in local government

The name of the law	Norm of the law /excerpt/
Constitution of Ukraine	Article 5. The bearer of sovereignty and the only source of power in Ukraine is the people. The people exercise power directly and through state authorities and local self-government bodies. Article 140. Local self-government is the right of a territorial community - residents of a village or a voluntary association of residents of several villages, towns and cities into a rural community - to independently resolve issues of local importance within the limits of the Constitution and laws of Ukraine.
About the voluntary association of territorial communities	A united territorial community, the administrative center of which is a city, is an urban territorial community, the center of which is a village, - a settlement, the center of which is a village, - rural. The administrative center of a united territorial community is defined as a settlement (village, settlement, city) that has a developed infrastructure and, as a rule, is located closest to the geographical center of the territory of the united territorial community and in which the representative body of local self-government of the united territorial community is located community
About local self-government in Ukraine	Territorial community - residents united by permanent residence within the boundaries of a village, town, city, which are independent administrative and territorial units, or a voluntary association of residents of several villages, towns, cities that have a single administrative center
About bodies of self-organization of the population	Bodies of self-organization of the population - representative bodies created by residents who legally live in the territory of a village, town, city or their parts, to solve the tasks provided for by this Law; Bodies of self-organization of the population are house, street, neighborhood committees, microdistrict committees, district committees in cities, village, settlement committees.

Source: compiled based on [3, 13-17]

Citizens of Ukraine exercise their constitutional right to participate in the management of public affairs (Article 38 of the Constitution of Ukraine) both directly and through representatives elected to government bodies. Such a right is more likely to relate to direct democracy and is closer to the present, since it is clearly stated in the legal framework. According to this approach, the influence of the public is quite localized, inconsistent, with a low level of participation and decision-making capabilities. In contrast, participation is a promising and poorly implemented mechanism. The concept has roots in the English term to participate - to be part of something, to participate, which in turn comes from the Latin word participatio with the same content. Since the Ukrainian language does not have a one-word correspondence, there was a borrowing-calque from the English language, which sounds like participation. In essence, this corresponds to the Ukrainian phrase civic (or public - the concept is also not stable in science) participation. A developed civil society is a condition for democratic governance, since its presence simplifies the protection of personal and public interests of people, restrains the usurpation of power, and ensures the accountability of power to society. Civil society actively contributes to the processes of political democratization, the acquisition of legal characteristics by the state, defending the material and spiritual independence of a person from the state, seeking a legal guarantee of such independence, and the protection of private and public interests of people.

A direct form of community participation in local self-government can be considered "public management", according to which the territorial community independently and independently resolves issues of local importance. It has the right to resolve issues within its competence through public hearings, local referendums, general meetings, local initiatives, etc. The functioning of a territorial society as a subject of self-government is not always clearly visible in the legislation of countries. But the development trends of society as a subject of local self-government are developing, and will soon take a high position. Thus, scientists and practitioners discuss the effectiveness of management in the development of a direct form of public participation in local government. It is generally accepted that the basis of a developed civil society lies in the active work of public institutions. Moreover, until recently, the concept of civil society institutions was more of a philosophical or political science category.

The Open Governance Recommendation was adopted by the OECD Council on 14 December 2017, following a proposal from the Committee on Public Administration. The recommendation aims to help advocates develop and implement successful open government policies and initiatives. This involves defining a clear, actionable, evidence-based and internationally accepted understanding of what open governance entails, and in particular what the characteristics of such governance should be to maximize impact.

Countries are increasingly recognizing the role of open government as a catalyst for good governance, democracy, trust and inclusive growth. Embracing the principles of open governance - transparency, virtue, accountability, and stakeholder participation - is a paradigm shift in the relationship between governments and citizens, making it more dynamic, mutually beneficial, and based on mutual trust. This has profound implications for deepening and strengthening democratic governance. The Recommendation defines open government as a governance culture that promotes the principles of transparency, virtue, accountability and stakeholder participation in support of democracy and inclusive growth. This trend can be traced both at the state and local government levels, local territories, and communities.

Discussion. The article highlights the dynamic landscape of participatory democracy in Ukraine, emphasizing the evolution of legal and administrative frameworks that enable citizen participation in local governance. The discussion underscores a significant shift from traditional top-down governance to a more inclusive and participatory model, rooted in the principles of democracy and public involvement. The integration of electronic participation and other modern forms of engagement reflects an adaptive response to the contemporary challenges and opportunities presented by new technologies and societal expectations. Furthermore, the emphasis on the legal definitions and the role of the territorial community as a subject of self-government indicates a progressive approach to recognizing and formalizing the capacities and rights of local populations in the governance process.

Conclusions. This article successfully delineates the transformation of participatory democracy in Ukraine, marked by a profound commitment to enhancing the mechanisms of public participation within local government structures. The progression from theoretical concepts to practical implementations of democratic principles in local governance demonstrates Ukraine's efforts to strengthen its democratic institutions and promote a civil society. By examining the administrative and legal relationships and the increased role of public involvement, the article not only highlights the current state of participatory democracy in Ukraine but also suggests a forward-moving trajectory towards more transparent, accountable, and inclusive governance. As Ukraine continues to refine its local governance models, the ongoing reforms and public participation are expected to play pivotal roles in shaping a robust democratic society, aligning with broader European standards and expectations.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

References:

1. Akimova, L., & Lysachok, A. (2020). ASSESSMENT OF THE INVESTMENT SECURITY LEVEL OF UKRAINE. *Public Administration and Law Review*, (1), 21–29. https://doi.org/10.36690/2674-5216-2020-1-21-29
2. Bobrovska, O.Y., Lysachok, A.V., Kravchenko, T.A., Akimova, L.M., Akimov, O.O. (2021). The current state of investment security in Ukraine in the context of covid-19 and its impact on the financial and economic situation of the state. Collection of scientific papers Financial and Credit ActivityProblems of Theory and Practice, 1(36), 233-242. DOI: 10.18371/FCAPTP.V1I36.227770.
3. Constitution of Ukraine: Constitution, Law dated 28.06.1996 No. 254k/96-BP. https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80#Text.
4. Demchyk, N. ., Turovets, Y. ., Pavliv , A. ., Rekunenko, T. ., & Oliinyk, A. . (2023). FEATURES OF THE DEVELOPMENT OF ADMINISTRATIVE LEGAL RELATIONS IN EUROPEAN COUNTRIES. *Lex Humana (ISSN 2175-0947), 15*(2), 170–191. Retrieved from https://seer.ucp.br/seer/index.php/LexHumana/article/view/2516
5. European Commission (EC). A European strategy 2020-2025. Communication from the Commission to the European Parliament, the Council, the European Economic, and Social Committee, and the Committee of the Regions, 19 February 2020, Brussels. 2020a.
6. European Commission (EC). Jak je na tom vaše země s digitální transformací? Nová čísla ukazují, jak se pokročilo na cestě k digitální Evropě. Press Release Database. 2015. Accessed on: 02 March, 2023.https://ec.europa.eu/commission/presscorner/detail/cs/IP_15_4475. Accessed on: 02 March, 2023.
7. European Commission. European Structural and Investment Funds 2014-2020: 2020 Summary report of the program's annual implementation reports covering implementation in 2014-2019. 2021 b. Available at: https://ec.europa.eu/regional_policy/sources/docoffic/official/reports/annual_2020/implementation_2020_report.pdf. Accessed on: 02 March, 2023.
8. European Commission. Public administrations in the EU member states 2020 overview. 68 p. 2020b.
9. European Commission. Supporting public administrations in EU Member States to deliver reforms and prepare for the future. 2021a. Available at: https://ec.europa.eu/info/supporting-publicadministrations-eu-member-states-deliver-reforms-and-prepare-future_en/. Accessed on: 02 March, 2023.
10. Karpa, M., Akimov, O., & Akimova, L. (2021). FEATURES OF INTRODUCTION OF THE SYSTEM APPROCH TO THE STATE POLICY. *Public Administration and Law Review*, (3), 11–17. https://doi.org/10.36690/2674-5216-2021-3-11
11. Karpa, M., Akimova, L., Akimov, O., Serohina, N., Oleshko, O., Lipovska, N. (2021). Public administration as a systemic phenomenon in society. Ad Alta: Journal of interdisciplinary research, 11(1), XV, 56-62. 2021.
12. Mihus, I., & Gupta, S. G. (2023). The main trends of the development of the digital economy in the EU countries. *The development of innovations and financial technology in the digital economy: monograph. Editor-in-Chief. M.*

Denysenko. Scientific Center of Innovative Researches OU, 23-41. DOI: DOI: https://doi.org/10.36690/DIFTDE-2023-23-41.
13. Mihus, I., & Gupta, S. G. (2023). Exploring the foundations of the digital economy: an in-depth overview. *Business model innovation in the digital economy*, 6-37. DOI: https://doi.org/10.36690/BM-ID-EU-6-37.
14. Mititelu, C. (2019). Citizen Participation: Rationales and Approaches. In: Farazmand, A. (eds) Global Encyclopedia of Public Administration, Public Policy, and Governance. Springer, Cham. https://doi.org/10.1007/978-3-319-31816-5_3635-1
15. On bodies of self-organization of the population: Law of Ukraine dated July 11, 2001 No. 2625-III. URL: https://zakon.rada.gov.ua/laws/show/2625-14#Text.
16. On local self-government in Ukraine: Law of Ukraine dated May 21, 1997 No. 280/97-VR. URL: https://zakon.rada.gov.ua/laws/show/280/97-%D0%B2%D1%80#Text.
17. On the approval of the Concept of assistance by the executive authorities to the development of civil society: Order of the Cabinet of Ministers of Ukraine; Concept No. 1035 dated November 21, 2007. URL: https://zakon.rada.gov.ua/laws/show/1035-2007-%D1%80#Text.
18. On the approval of the Procedure for facilitating public examination of the activities of executive authorities: Resolution of the Cabinet of Ministers of Ukraine dated November 5, 2008 No. 976. URL: https://zakon.rada.gov.ua/laws/show/976-2008-%D0%BF#Text.
19. On the voluntary association of territorial communities: Law of Ukraine dated 02.05.2015 No. 157-VIII. URL: https://zakon.rada.gov.ua/laws/show/157-19#Text.
20. Ukraine: European Committee of the regions. URL: https://portal.cor.europa.eu/divisionpowers/Pages/Ukraine.aspx

FINANCIAL LITERACY AND GOVERNMENT POLICIES: AN INTERNATIONAL STUDY

Irena Spivak[1], Iryna Mihus[2], Svitlana Greben[3]

[1]*Junior Researcher, Scientific Center of Innovative Research, Pussi, Estonia, e-mail: SimplEctive.consulting@gmail.com, ORCID: https://orcid.org/0009-0006-5345-5393*

[2]*Doctor of Science (Economics), Professor, Director, Scientific Center of Innovative Research, Pussi, Estonia, e-mail: irynamihus@gmail.com, ORCID: https://orcid.org/0000-0001-6939-9097*

[3]*Ph.D. (Public administration), Head of the budgeting department, state enterprise «INFOTECH», Kyiv, Ukraine, e-mail: cvetikus77@ukr.net, ORCID: https://orcid.org/0000-0002-0432-9132*

Citation:
Spivak, I., Mihus, I., & Greben, S. (2024). FINANCIAL LITERACY AND GOVERNMENT POLICIES: AN INTERNATIONAL STUDY. *Public Administration and Law Review*, (2(18), 21–33. https://doi.org/10.36690/2674-5216-2024-2-21-33

Received: June 01, 2024
Approved: June 28, 2024
Published: June 30, 2024

Abstract. *Financial literacy is crucial for individual financial well-being and overall economic stability. Despite its importance, significant disparities in financial literacy levels exist across different countries. This research, titled "Global Financial Literacy: A Comparative Study," aims to provide a comprehensive analysis of these disparities, identifying the factors influencing financial literacy and evaluating the effectiveness of various national strategies. The purpose of this study is to compare financial literacy levels and educational approaches in countries including Estonia, Slovakia, the Czech Republic, Poland, Croatia, Turkey, Romania, and Ukraine. By examining the policies and initiatives implemented in these countries, the study seeks to offer insights into best practices and recommend strategies for improving financial literacy globally. A mixed-methods approach was employed, combining quantitative data analysis from the "OECD/INFE 2023 International Survey of Adult Financial Literacy" and other relevant reports with qualitative case studies and interviews with key stakeholders. The methodology included a thorough literature review, data collection from international surveys, detailed country-specific case studies, and comparative analysis. The main results of the study highlight both common features and differences in financial literacy levels and educational approaches across the examined countries. Common features include the integration of financial literacy into educational curricula, government and institutional support, and the increasing importance of digital literacy. Differences are noted in the compulsory nature of financial education, the balance between theoretical and practical financial skills, and the impact of cultural and economic contexts on financial education effectiveness. The study concludes that while common strategies provide a foundation, improving financial literacy globally requires tailored, context-specific approaches. Recommendations include making financial education compulsory, enhancing practical financial skills, investing in digital training for educators, and leveraging public-private partnerships. These strategies can help foster a financially literate global population, contributing to greater economic stability and individual financial well-being.*

Keywords: *financial literacy; government policies, education strategies; financial education; digital literacy; financial knowledge; educational policies; financial inclusion.*

JEL Classification: A23, G53, I22, I28
Formulas: 0; fig.: 1 table: 1; bibl.: 15

Introduction. In an increasingly complex financial world, the importance of financial literacy cannot be overstated. It serves as the foundation for making informed and effective decisions about managing personal finances, investments, and understanding the economic environment. Despite its significance, financial literacy levels vary widely across different countries, reflecting a range of educational strategies, economic conditions, and cultural attitudes towards money management.

This article delves into the financial literacy landscape across several nations, highlighting the disparities and commonalities in how financial education is approached and perceived. By examining the latest data from international surveys conducted by the Organization for Economic Co-operation and Development (OECD) and other relevant studies, we aim to shed light on the current state of financial literacy globally.

From the high financial literacy rates in Germany to the challenges faced by Italy and Yemen, this comparative study provides a comprehensive overview of the factors contributing to these differences. Additionally, we will explore the specific initiatives and strategies implemented by countries like Estonia, Slovakia, the Czech Republic, Poland, Croatia, Turkey, Romania, and Ukraine to enhance their populations' financial knowledge and skills.

Understanding these international perspectives not only helps in identifying best practices but also underscores the urgent need for cohesive and inclusive financial education policies worldwide. As we navigate through the findings, this study will offer insights into how various educational frameworks and cultural contexts influence financial literacy, ultimately aiming to inspire more effective approaches to financial education across the globe.

Literature review. Financial literacy, the ability to understand and effectively use various financial skills, is crucial for economic stability and personal financial well-being. Numerous studies and surveys conducted worldwide reveal significant disparities in financial literacy levels among different countries. This literature review examines key publications and research findings to provide a comprehensive overview of global financial literacy, highlighting the factors influencing these disparities and the effectiveness of various educational strategies.

The Organization for Economic Co-operation and Development (OECD) has been at the forefront of assessing financial literacy across countries. The "OECD/INFE 2023 International Survey of Adult Financial Literacy" is a pivotal report that evaluates the financial knowledge, behavior, and attitudes of adults in various nations. It reveals that despite ongoing efforts, financial literacy levels remain low in many countries, with Germany and Estonia outperforming others, while Italy and Yemen lag behind.

Eurostat's 2019 report on digital skills further complements these findings by illustrating the intersection of financial and digital literacy. The report indicates a significant portion of the European Union's population lacks basic digital skills, which are increasingly essential for managing personal finances in a digital economy.

Estonia's high ranking in financial literacy, as reported in the PISA financial literacy assessment, is attributed to the country's strategic approach to financial education, integrated into the national curriculum from an early age. The Ministry of

Finance's "Strategy for Developing Financial Wisdom in Estonia 2021–2030" outlines comprehensive goals to enhance financial literacy across all life stages.

In contrast, Slovakia faces ongoing challenges despite the "Strategy for Financial Education and Management of Personal Finance" adopted in 2008. Studies such as Táncošová et al.'s "Towards Financial Literacy: A Case of Slovakia" (2023) highlight the persistent issues and call for more effective educational methods.

Poland's "National Strategy for Financial Education," adopted in 2023, marks a significant step forward. Research by Swiecka et al. (2020) in "Financial Literacy: The Case of Poland" reveals promising levels of financial knowledge among youth but underscores the need for continuous improvement and gender-sensitive approaches.

Several countries have implemented innovative strategies to improve financial literacy. In the Czech Republic, financial education has been a compulsory subject since 2009, integrated into various subjects within the school curriculum. However, research by Tomášková et al. (2011) indicates a gap between theoretical knowledge and practical financial skills, suggesting a need for curriculum adjustments.

Croatia's approach, led by the Ministry of Finance and involving a broad Task Force on Financial Literacy, showcases effective multi-stakeholder cooperation. Despite lower overall financial literacy compared to the OECD average, Croatia's digital financial literacy stands out as a model for other nations.

Turkey's focus on financial literacy post-2008 financial crisis reflects a broader trend of increased attention to financial education in response to economic shocks. Research by Mustafa Recep Bilici and Saygın Çevik (2022) and Tican Başaran et al. (2021) highlights ongoing efforts and the need for early education initiatives.

Romania and Ukraine present unique challenges and opportunities. Romania's low financial literacy scores necessitate targeted strategies to address specific barriers such as cultural attitudes and economic conditions. Meanwhile, Ukraine's collaboration with the EU and the emphasis on digital transformation in education, as part of the Erasmus+ program, underscore the potential for significant improvements in financial literacy through international cooperation and digital innovation.

Aims. The purpose of this article is to provide a comprehensive analysis of financial literacy levels across countries, highlighting differences and commonalities in financial education practices. The study aims to identify the factors that influence these differences and evaluate the effectiveness of various national strategies and initiatives aimed at improving financial literacy. By comparing approaches in countries such as Estonia, Slovakia, the Czech Republic, Poland, Croatia, Turkey, Romania and Ukraine, the article aims to suggest best practices and offer actionable recommendations for improving financial education worldwide.

Methodolody. A mixed-methods approach combining quantitative data analysis and qualitative case studies will be used to achieve the objective of this comparative study. The methodology will include the following stages:

- a thorough review of the existing literature on financial literacy was conducted, including key reports and surveys of the OECD, Eurostat and other relevant organizations;

- analyzed previous studies and national reports to understand the current state of financial literacy in different countries;

using the OECD/INFE 2023 International Survey of Financial Literacy for Adults to collect quantitative data on levels of financial literacy in different countries;

- gathering additional data from the Eurostat Digital Skills Report 2019 and other relevant sources to understand the intersection of financial and digital literacy;
- conduct detailed case studies of Estonia, Slovakia, the Czech Republic, Poland, Croatia, Turkey, Romania and Ukraine to examine their financial education strategies and initiatives;
- examine government policies, national strategies and educational programs aimed at improving financial literacy in these countries;
- compare and contrast financial literacy levels, educational strategies and outcomes in selected countries;
- identify common factors contributing to high or low levels of financial literacy and evaluate the effectiveness of different approaches;
- summarize the results of the analysis of the conducted studies in order to draw conclusions about global trends in financial literacy;
- provide actionable recommendations for policy makers, educators and international organizations to improve financial literacy education based on the best practices identified in the research.

Results. According to three international oecd surveys, the European Union (EU) faces a serious challenge in solving the widespread problem of financial literacy. According to the final report of the third international cycle of the coordinated survey conducted in 2022 and 2023 in accordance with the methodology of the organization for economic co-operation and development (OECD), published under the title "OECD/INFE 2023 international survey of adult financial literacy”, the level of financial literacy of individual populations countries continues to remain quite low (fig. 1). Among all participating countries, the highest level of financial literacy is among german citizens (76%). Among eu member states, citizens of italy showed the lowest level of financial literacy (53%), while citizens of yemen (42%) achieved the lowest level among all member states.

About half of the EU adult population does not have a sufficient understanding of basic financial concepts. This knowledge gap is more acute in certain segments of society, especially among disadvantaged groups, women, youth and the elderly.

Recognizing the urgency of improving financial literacy, the European Commission and the OECD have jointly developed a framework for children, young people and adults.

According to Eurostat (Eurostat, 2019), a large number of households in the European Union during the study period were not able to use a computer. One in five young people in Europe did not have a basic level of digital skills. According to the OECD (Organization for Economic Co-operation and Development) survey in 2018, less than 40% of European educators were ready to use digital technologies in their work (OECD, 2019). Surveys in 2020 show that 60% of respondents did not use online learning tools before COVID-19, and 95% believed that the coronary crisis was a point of no return, so digital technology is now an integral part of higher education.

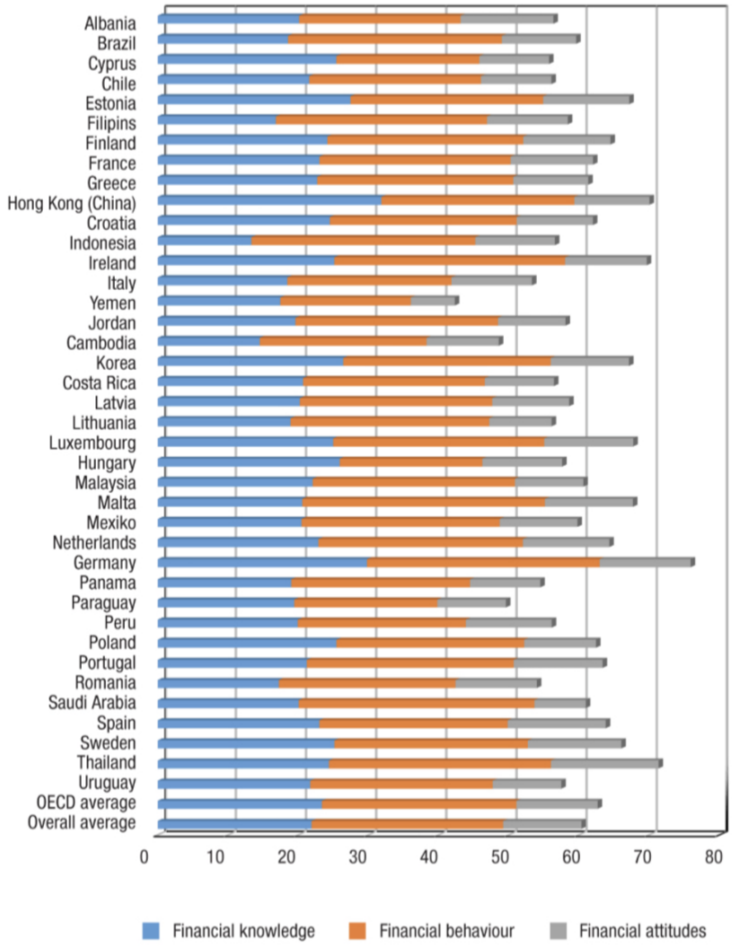

Figure 1. Components of financial literacy by country

Source: OECD/INFE (2023)

Prior to the COVID-19 pandemic, the impact of digital technologies on education and training was much more limited. Education is currently lagging behind digitalization, and more needs to be done to take advantage of the tools and strengths of new digital technologies. The reaction to such statistics was the adoption by the European Commission of the Digital Education Action Plan for 2021-2027, which aims to introduce digital technologies in the educational process. The Digital Education Action Plan sets out a vision for the high quality, inclusiveness and accessibility of digital education in Europe. It is a call for enhanced cooperation within the EU and beyond to provide educational services in the context of the COVID-19 crisis, in which digital technologies are being used on an unprecedented scale in education and training, and to create a digitally adapted education system.

Consider the relevance of studying financial literacy in Estonia, Slovakia, the Czech Republic, Poland, Croatia, Turkey, Romania and Ukraine.

Estonia. The level of financial wisdom among Estonian students has been measured by the international PISA financial literacy assessment, and the latest results ranked Estonian students aged 15 as number one in the world.

The Ministry of Finance supports the promotion of financial literacy in the development of the necessary legislation and coordinates the activities of the program for promoting financial literacy among Estonian people by developing the Strategy for Developing Financial Wisdom in Estonia 2021–2030. Its three main objectives were the following: people are aware of the need for financial planning and their attitudes support smart financial decision-making; people understand financial services and can use them to organise their finances at every stage of their lives; financial services are provided responsibly.

One of the goals of the strategy is to make learning opportunities available to everyone: learning is systematic from kindergarten to university, there are additional opportunities for those interested and tutors, and the necessary teaching materials are available. On the other hand, the goal is for people to use the knowledge of money wisdom on a daily basis, for example, to plan their expenses/income in the long and short term and to consider financial opportunities and needs. In addition, they have knowledge of investing and entrepreneurship and are able to seek help in managing financial matters if necessary.

In Estonia, cooperation between the public sector and private associations is necessary and is exemplary thanks to significant levels of trust and proximity between stakeholders.

The Ministry of Education is responsible for the implementation of the national strategy, but financial education is a voluntary subject at school. Schools teach personal finance through other subjects. Financial literacy is integrated within civics. Some secondary schools (for 16-18 years old), may choose to teach it as a subject on its own: such a topic is then called “entrepreneurship” or “economics”.

Slovak Republic. The level of financial literacy in the Slovak Republic has long been below the European Union average, which is confirmed by several surveys in recent years. In practice, this creates several problems. Almost a million Slovaks have at least one foreclosure, resulting from buying necessities on credit and then living in ever-increasing debt. Knowledge of finance and business among employees or budding entrepreneurs is also problematic. Conservative Slovaks also keep most of their money in products with zero interest and are afraid to invest and capitalize on their savings. The National Bank of Slovakia and the Slovak Bank Association have been calling for a change in school curricula for a long time because financially illiterate pupils eventually become poorly literate clients. The contribution's primary purpose was to analyze the state of financial education in secondary schools in the Slovak Republic, including a more effective design of the content and method of teaching financial literacy. More effective financial education could help reduce poverty in Slovakia and more effective financial and business literacy in society (Táncošová, J.; Lincényi, M.; Fabuš, M., 2023).

In 2008, the Slovak Ministry of Education, Science, Research and Sport adopted a “Strategy for Financial Education and Management of Personal Finance”. The financial regulator, the National Bank is the key stakeholder in the field. Through various programmes carried out by the private sector and cooperating NGOs, teachers and pupils can benefit from quality materials and modern methods of learning.

Despite the National Strategy and the various project carried out by the financial sector, the level of financial literacy is not increasing. Financial education in the Slovak Republic is not homogeneous and nor conceptual. One of the reasons is that financial education is not a compulsory subject, schools teach financial education through other subjects.

Czech Republic. The Czech Republic is one of the first countries to have included financial education as part of the public school system's curriculum. The Ministry of Finance, in cooperation with the Ministry of Education, is in charge of the strategy on financial education in the country. Since 2009, financial education is a compulsory subject for Czech secondary schools and, since 2013, for primary schools. Schools teach pupils (up to 18 years old) personal finance through other subjects, mostly as part of civic education classes. While children are not legally allowed to work, most Czech high school pupils have a part-time job (babysitting, lawn mowing, etc.). The management of their personal finances is a relevant and interesting topic for them.

In their study, scientists from the Czech Republic note that, according to the results of their research, "some students can use the acquired knowledge separately, but cannot correctly classify it and use it in practice. During training, students do not learn some practical knowledge that can greatly facilitate orientation in the markets of financial products and services after graduation - for example, how to fill out tax returns, how to determine credit or mortgage. acceptable, why it is important to form a family budget and reserves, and last but not least, how to run a business." This creates a prerequisite for revising approaches to studying financial literacy (Tomášková, H., Mohelská, H., & Němcová, Z., 2011).

Poland. Poland is characterised by a large area and population. With underinvestment in education by the public authorities and difficulties or lack of experience in cooperation between the public and private sectors, Poland is facing more challenges than successes on financial education issues.

The Financial Education Council cooperates with other entities, including financial market entities, in the scope of developing documents on financial education; and the Minister of Education, in the field of a systemic approach to financial education, in particular, in relation to the core curricula. The Council supports educational and promotional projects about finance and the financial market. The Financial Ombudsman's Office services the Financial Education Council.

Financial education is a compulsory subject in secondary schools (13-18 years old), taught in the class "basics of entrepreneurship". According to the results of the research conducted by colleagues from Poland, it can be stated that "results of the research demonstrated a good and partially very good, level of financial knowledge of the young people in Poland. 45.3% obtained an average level score and 43.8% achieved a high-level score in financial knowledge. This result shows that they can be rational in their financial decision making. However although, it is understood that gender makes a difference on financial behavior and use of financial instruments, gender does not make any difference on the level of financial knowledge. Moreover, the financial literacy level of males is found to be higher than females" (Swiecka, B.; Yeşildağ, E.; Özen, E.; Grima, S., 2020).

In April 2023, "The National Strategy for Financial Education for Poland" was adopted and published and its first implementation roadmap will provide guidance to national stakeholders involved in financial education in Poland over the seven following years from its adoption. The proposal for a National Strategy was developed through a consultative, evidence-based approach, building on national and international good practices related to financial education, and was designed in line with the OECD Recommendation on Financial Literacy. Its vision ensures that people living in Poland have the necessary financial competencies that help them improve their overall financial resilience and financial well-being.

In view of this, the experience of Polish colleagues in the project will be quite valuable.

Croatia. Financial education is a compulsory subject at school (until age 18), integrated into many subjects such as mathematics, history, civics or computer science classes. The Ministry of Finance leads the Task Force on Financial Literacy, which includes stakeholders from all walks of life. The working group defines and implements the National Strategic Framework for Financial Literacy. Thanks to exemplary cooperation and the Strategy, members of the operational working group signed a Memorandum of Understanding on the promotion of financial literacy.

Thanks to this policy, digital financial literacy standing at 49%, despite the fact that overall financial literacy in Croatia is slightly lower than the OECD average. At the same time, significantly fewer respondents in Croatia have been victims of financial fraud or fraud compared to other countries or the OECD average.

Turkey. After the financial crisis of 2008, the issue of financial literacy began to receive a lot of attention in Turkey, both at the level of the state and the Central Bank of Turkey (Mustafa Recep Bilici & Saygın Çevik, 2022) , as well as in the scientific studies of individual scientists who studied this issue at the level of preschool education (Tican Başaran, S., Gürdal, G., & Altıntaş, S., 2021) university education (Özdemir, B., 2022). and practitioners (Berkay Ayhan, 2019).

Romania. Romania has the second lowest score for financial literacy of the population above Italy's score in the same survey. This study concluded that the respondents lack knowledge of basic financial matters such as simple interest calculations, financial risk and time value of money. Access to and use of banking services in Romania stands at 69.1%, far below the European average of 95.3%, according to data from the Global Findex Database. The disappointing statistic is directly influenced by the individual perspective of the population, according to the Romanian Business Leaders Barometer. Although Romania has made significant progress in terms of the financial inclusion of citizens, many are still left out. Among the top reasons cited by those who do not have a bank account is the fear that their income and expenses will be tracked, followed by the lack of usefulness of an account, a reduced income, and the collection of income in cash, according to a study by the Romanian Institute for Evaluation and Strategy carried out in 2022. Researchers from Romania presented the results of their research on the influence of national characteristics, mentality, traditions and other factors on overcoming this problem. They also suggest taking into account hidden problems focused on the changing economic and social landscape, national character traits, needs of vulnerable groups, environmental problems, as well as gender stereotypes when developing a financial literacy curriculum (Șimandan, R.; Leuștean, B.; Dobrescu, R.M., 2022).

Given Romania's relatively poor performance in terms of financial literacy, many public and private organizations are currently implementing various initiatives to address this issue. This situation creates a particular context for the financial education programmes and for the National Financial Education Strategy (NFES), which represents a common undertaking by the Ministry for Education and Research, the National Bank, the Ministry for Public Finance, the Financial Supervisory Authority and the Romanian Association of Banks (RAB). The Ministry for Education and Research has introduced into the school curricula optional classes on financial education for the pupils in the I-XII forms (economics; entrepreneurial education). Starting with the school year 2020-2021, the pupils of the VIII form should benefit from mandatory financial education classes.

Ukraine. The EU remains a reliable international partner of Ukraine in the implementation of educational reforms, namely, is involved in the development of legislation, curricula and training of teachers. In the framework of the development of cooperation in the field of education, youth and sports, it is worth noting the wide involvement of Ukrainian representatives in the European Union's Erasmus+ International Cooperation Program. Ukraine participates in the program as a partner. The idea underlying the program is to jointly develop quality reforms of the education system, increase the productivity of higher and vocational education institutions, provide quality higher education and training to meet the needs of the European labor market. The Strategy for the Development of Higher Education in Ukraine for 2021-2031 puts before the higher educational institutions of Ukraine the need to move not only to the use of digital tools in the traditional educational process, but also to new digital models of learning, development of digital transformation program to ensure educational competitiveness. research and economic activities at the national and world levels. However, the lack of a long-term strategy for Ukraine's economic development makes it difficult to create a model of higher education in Ukraine that is adequate to the goals of the future. More than 70% of people in Ukraine (population over 40 million) have higher education, and the level of higher education coverage of the official age population is 82.7%, according to this indicator Ukraine in the Global Innovation Index 2020 ranked 14th with 131 countries (Global innovation index, 2020). The problem is indicated by the results of the Skills Component rating, which assesses the level of training of the current workforce in the country. According to the Skills component, Ukraine ranks 44th with an index of 69.9. The Skills component includes a number of subcomponents, including the degree to which graduates have the skills necessary to work (Global Competitiveness Index, 2019).

Understanding the common features and differences in financial literacy across various countries provides valuable insights into effective strategies and areas needing improvement. By examining these aspects, policymakers and educators can develop more targeted and effective financial education programs, tailored to their specific national contexts and challenges (Table 1).

Table 1. Common features and differences in financial literacy across countries

Common Features	
Integration into Education Systems	Many countries have incorporated financial literacy into their education systems, although the extent and manner of integration vary. For example, financial education is a compulsory subject in the Czech Republic and Poland, while in Estonia and Slovakia, it is integrated within other subjects like civics or mathematics
Government and Institutional Support	Governments and key financial institutions play significant roles in promoting financial literacy. The Ministry of Finance in Estonia and the National Bank of Slovakia, for instance, are pivotal in driving financial literacy initiatives.
Public-Private Partnerships	Successful financial literacy programs often involve cooperation between public sectors and private entities. Estonia and Croatia exemplify strong public-private partnerships, which enhance the reach and effectiveness of financial education initiatives.
Focus on Early Education	Several countries emphasize the importance of starting financial education at an early age. Estonia's Strategy for Developing Financial Wisdom includes financial education from kindergarten through university, while Turkey has focused on integrating financial literacy into preschool education.
Digital Literacy as a Component	With the increasing importance of digital skills, financial literacy programs in many countries also address digital literacy. The European Commission's Digital Education Action Plan reflects a broader trend of integrating digital competencies within financial education.
Differences	
Levels of Financial Literacy	Financial literacy levels vary significantly across countries. Germany and Estonia are noted for their high levels of financial literacy, while Italy and Yemen have much lower levels. Romania also ranks low in financial literacy, with specific challenges related to financial inclusion and cultural attitudes.
Compulsory vs. Voluntary Education	In some countries like the Czech Republic and Poland, financial literacy is a compulsory part of the school curriculum. In contrast, in Estonia and Slovakia, it is often taught through other subjects and may not be compulsory.
Extent of Practical Financial Skills	The practical application of financial literacy varies. For instance, Czech students may have theoretical knowledge but lack practical financial skills, such as filling out tax returns or understanding mortgages. In contrast, Estonia's comprehensive approach aims to equip individuals with practical financial decision-making skills throughout their lives.
Focus Areas	Different countries prioritize different aspects of financial literacy. In Slovakia, the focus is on addressing debt and promoting responsible financial behavior, while Poland's recent strategy aims to enhance overall financial resilience and well-being. Romania's initiatives also consider cultural and societal factors influencing financial literacy.
Impact of Digitalization	The impact and integration of digital technologies in financial education vary. Before COVID-19, digitalization in education was limited in many countries. However, the pandemic has accelerated the adoption of digital tools, with significant differences in readiness and implementation across countries. For example, less than 40% of European educators were ready to use digital technologies pre-pandemic, highlighting a gap that needs to be addressed.
Implementation Challenges	Despite strategies and programs, some countries face challenges in implementation. Slovakia's financial literacy levels remain stagnant despite national strategies, whereas Estonia has made significant progress through systematic and well-coordinated efforts.

Sources: developed by the authors

Disscution. The comparative study of financial literacy across different countries reveals a multifaceted landscape characterized by both commonalities and significant disparities. This discussion section delves into the implications of these findings, the challenges faced, and potential pathways for improving financial literacy globally.

Implications of Common Features. The integration of financial literacy into education systems is a common strategy among many countries, highlighting the universal recognition of its importance. The inclusion of financial education in school curricula, whether as a standalone subject or integrated within other subjects, reflects a proactive approach to equipping future generations with essential financial skills. This commonality underscores the potential benefits of early financial education in fostering lifelong financial competence.

Government and institutional support play a crucial role in driving financial literacy initiatives. The involvement of ministries, national banks, and financial institutions ensures that financial literacy is prioritized at a national level. Public-private partnerships, as seen in Estonia and Croatia, enhance the reach and impact of these initiatives, leveraging resources and expertise from multiple sectors.

The focus on early education and the integration of digital literacy are pivotal in preparing individuals for the complexities of modern financial environments. The European Commission's Digital Education Action Plan exemplifies a strategic approach to combining financial and digital literacy, recognizing the growing importance of digital skills in financial management.

Addressing Differences. Despite these common strategies, significant differences in financial literacy levels and approaches highlight the varied challenges and contexts each country faces. Germany and Estonia's high financial literacy levels can be attributed to their comprehensive and well-implemented educational strategies. In contrast, countries like Italy and Yemen face substantial hurdles, including economic instability and lower prioritization of financial education.

The compulsory versus voluntary nature of financial education is a critical differentiator. Countries with mandatory financial literacy curricula, such as the Czech Republic and Poland, generally exhibit higher literacy levels. This suggests that making financial education a compulsory part of the curriculum can significantly enhance financial literacy outcomes.

Practical financial skills remain a gap in many countries' education systems. For instance, Czech students often lack practical knowledge despite having theoretical understanding, pointing to the need for curricula that balance theory with real-world financial skills. Estonia's approach, which includes practical financial decision-making skills at every life stage, serves as a model for comprehensive financial education.

Digitalization presents both opportunities and challenges. The COVID-19 pandemic has accelerated the adoption of digital tools in education, but readiness varies widely. Less than 40% of European educators were prepared to use digital technologies pre-pandemic, indicating a need for substantial investment in digital training for educators to fully integrate digital literacy into financial education.

Challenges and Opportunities. Implementing effective financial literacy programs is fraught with challenges. Slovakia's stagnant financial literacy levels, despite national strategies, highlight the difficulty of translating policy into practice. Factors such as economic conditions, cultural attitudes towards finance, and the effectiveness of educational methods all play roles in these outcomes.

Romania's low financial literacy levels, influenced by cultural and societal factors, indicate that financial education programs must be tailored to address specific national contexts. The involvement of multiple stakeholders in Romania's National Financial Education Strategy is a positive step, but ongoing efforts are needed to overcome deeply ingrained attitudes and improve financial inclusion.

Pathways for Improvement. To enhance financial literacy globally, several pathways can be considered:

1. Mandatory Financial Education - Making financial literacy a compulsory part of school curricula can significantly improve financial knowledge and skills. Countries with such policies, like the Czech Republic and Poland, show better literacy levels.

2. Practical Financial Skills - balancing theoretical knowledge with practical financial skills is crucial. Curricula should include real-world financial tasks such as budgeting, tax returns, and understanding credit and mortgages.

3. Digital Integration - investing in digital training for educators and integrating digital literacy with financial education can prepare individuals for the digital economy. This approach is increasingly important as financial management becomes more digitalized.

4. Tailored Strategies - financial literacy programs should be tailored to address specific national and cultural contexts. Recognizing and addressing local attitudes and barriers can enhance the effectiveness of these programs.

5. Public-Private Partnerships - encouraging cooperation between public sectors and private entities can leverage resources and expertise, enhancing the reach and impact of financial literacy initiatives.

This comparative study underscores the complexity of improving financial literacy across different countries. While common strategies such as integrating financial literacy into education systems and government support are crucial, the differences in implementation and outcomes highlight the need for tailored approaches. By addressing practical skills, digital integration, and local contexts, policymakers and educators can develop more effective financial education programs, ultimately fostering a more financially literate global population.

Conclusion. This comparative study on global financial literacy reveals a diverse and complex landscape shaped by various educational strategies, economic conditions, and cultural contexts. Despite widespread recognition of the importance of financial literacy, significant disparities persist among different countries.

The integration of financial literacy into educational curricula and strong governmental and institutional support are common features that underscore the global acknowledgment of the need for financial education. Public-private partnerships further enhance the effectiveness of these initiatives, as seen in countries like Estonia and Croatia.

However, the differences in financial literacy levels highlight the varied challenges and contexts each nation faces. Germany and Estonia's high financial literacy levels are the result of comprehensive and well-implemented educational strategies, whereas countries like Italy, Yemen, and Romania struggle with lower levels due to economic instability and less prioritization of financial education.

Making financial literacy a compulsory subject, as in the Czech Republic and Poland, has shown to improve literacy outcomes significantly. Conversely, the lack of practical financial skills in many countries' curricula points to a need for a more balanced approach that includes real-world financial tasks. The accelerated adoption of digital tools in education due to the COVID-19 pandemic presents both opportunities and challenges. Investments in digital training for educators and integrating digital literacy with financial education are critical for preparing individuals for the digital economy. Tailored strategies that consider specific national and cultural contexts are essential for effective financial literacy programs. Addressing local attitudes and barriers, as well as leveraging public-private partnerships, can significantly enhance these initiatives' reach and impact.

In conclusion, while there are common strategies that can serve as a foundation, improving financial literacy globally requires nuanced, context-specific approaches. By focusing on practical skills, digital integration, and tailored educational strategies, policymakers and educators can make significant strides in fostering a financially literate global population, ultimately contributing to greater economic stability and individual financial well-being.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

References:

1. OECD/INFE (2023). "OECD/INFE 2023 International Survey of Adult Financial Literacy." URL: https://shorturl.at/PkyC9
2. Eurostat (2019). "Annual Activity Report 2019." European Commission. URL: https://shorturl.at/mOc7M
3. Ministry of Finance of Estonia (2021). "Strategy for Developing Financial Wisdom in Estonia 2021–2030." URL: https://shorturl.at/Q3nzN
4. Táncošová, J., Lincényi, M., & Fabuš, M. (2023). "Towards Financial Literacy: A Case of Slovakia." *Entrepreneurship and Sustainability Issues*, 10(3), 288-301. URL: https://doi.org/10.9770/jesi.2023.10.3(19).
5. Swiecka, B., Yeşildağ, E., Özen, E., & Grima, S. (2020). "Financial Literacy: The Case of Poland." *Sustainability*, 12, 700. URL: https://doi.org/10.3390/su12020700.
6. Tomášková, H., Mohelská, H., & Němcová, Z. (2011). "Issues of Financial Literacy Education." *Procedia-Social and Behavioral Sciences*, 28, 365-369. URL: https://doi.org/10.1016/j.sbspro.2011.11.069.
7. Melnychuk, D., Malyuga, N., Sulimenko, L., Shafranova, K., & Voinalovych, I. (2024). The Social Sphere In The Era Of Digitalization: Financial And Accounting Aspects. *Economics, Finance and Management Review*, (1(17), 4–15. https://doi.org/10.36690/2674-5208-2024-1-4
8. Mustafa Recep Bilici & Saygın Çevik (2022). "Financial Literacy and Cash Holdings in Turkey." Working Paper No: 22/02. Central Bank of Turkey. URL: https://shorturl.at/mcOf8
9. Tican Başaran, S., Gürdal, G., & Altıntaş, S. (2021). "Financial Literacy in Turkish Preschool Education." *Psycho-Educational Research Reviews*, 10(2), 8-28. URL: https://doi.org/10.52963/PERR_Biruni_V10.N2.01.
10. Șimandan, R., Leuștean, B., & Dobrescu, R.M. (2022). "An Uphill Battle: Financial Education in Romania in the Midst of Societal Transformation." *Journal of Risk and Financial Management*, 15, 494. URL: https://doi.org/10.3390/jrfm15110494.
11. World Economic Forum (2019). "The Global Competitiveness Report 2019." URL: https://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf
12. OECD (2019). "Play!", Trends Shaping Education Spotlights, No. 18, OECD Publishing, Paris. URL: https://www.oecd-ilibrary.org/education/play_a4115284-en
13. Global Innovation Index (2020). World Intellectual Property Organization. URL: https://www.wipo.int/global_innovation_index/en
14. Global Competitiveness Index. (2019). URL: http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport 2019.pdf.
15. National Erasmus+ Office – Ukraine. URL: www.erasmusplus.org.ua.

NAVIGATING THE SOCIAL MEDIA MAZE: ASSESSING THE EVOLVING RELEVANCE OF PUBLIC RELATIONS IN A DIGITAL LANDSCAPE

Vedika Agarwal[1], Venkatram Narendra Puppala[2]

[1]BA (H) Journalism Student, School of Liberal Studies, CMR University, Bengaluru, India, e-mail: vedika.agarwal@cmr.edu.in

[2]Assistant Professor, School of Liberal Studies, CMR University, Bengaluru, India, e-mail: venkatram.n@cmr.edu.in

Citation:
Agarwal, V., & Narendra Puppala, V. (2024). NAVIGATING THE SOCIAL MEDIA MAZE: ASSESSING THE EVOLVING RELEVANCE OF PUBLIC RELATIONS IN A DIGITAL LANDSCAPE. *Public Administration and Law Review*, (2(18), 34–41. https://doi.org/10.36690/2674-5216-2024-2-34-41

Received: April 21, 2024
Approved: June 28, 2024
Published: June 30, 2024

Abstract. *In today's digital age, social media has revolutionized communication, becoming an integral part of daily life. This transformation has profoundly impacted the field of public relations (PR), as organizations now have unprecedented opportunities to connect with audiences through various social media platforms. Understanding how PR professionals can effectively leverage social media is crucial for navigating the complexities of this digital landscape. The aim of this article is to explore and critically evaluate how the advent and proliferation of social media platforms have transformed public relations practices. This study seeks to understand the impact of social media on PR strategies, communication dynamics, and the professional skill set required in the digital age. This study employs a mixed-methods research design to assess the evolving relevance of public relations (PR) in the digital landscape shaped by social media. This article gives a brief understanding of current trends and best practices in integrating social media into PR strategies to provide insights into navigating the social media maze. The evolution of PR in the digital age and the shift towards social media as a primary means of communication, assisted in the understanding of the challenges and opportunities presented by social media for PR professionals, including managing online conversations, engaging with influencers, and measuring the impact of PR efforts. Furthermore, the strategies for effective PR in a digital landscape, include the development of comprehensive social media strategies, engagement with influencers, and monitoring of online conversations. The emphasis is on the importance of staying informed about emerging trends and best practices to successfully navigate the ever-changing social media maze. This article contributes to the understanding of the evolving relevance of PR in a digital landscape dominated by social media. By adopting effective strategies and embracing innovation, PR professionals can navigate the social media maze and build stronger relationships with their audiences in today's dynamic digital environment.*

Keywords: *social media; digital landscape; public relations; trends; influencer; marketing; advertising; crisis, publicity; target audience; brand image; artificial intelligence; ethical considerations; stakeholders.*

JEL Classification J48, M15
Formulas: 0; fig.: 0, table: 1; bibl.: 21

Introduction. In today's digital age, social media has become an integral part of our daily lives. With the rise of platforms such as Facebook, Twitter, Instagram, and LinkedIn, individuals and organizations have the ability to connect with audiences on a global scale like never before.

This shift in communication has also had a significant impact on the field of public relations, as professionals navigate the complex landscape of social media to effectively engage with stakeholders and manage their organization's reputation.

Literature review. The rapid proliferation of social media platforms has significantly transformed the public relations (PR) landscape, compelling practitioners to reassess their strategies and methodologies. The article "Navigating the Social Media Maze: Assessing the Evolving Relevance of Public Relations in a Digital Landscape" delves into the implications of this digital evolution on PR practices. This literature review synthesizes existing research on the intersection of social media and public relations, highlighting key themes such as the role of social media in shaping PR strategies, the shift in communication dynamics, the challenges and opportunities presented by digital platforms, and the evolving skill set required for PR professionals.

Social media has emerged as a crucial tool for PR professionals, providing a direct and immediate channel for communication with target audiences. According to Kent (2013), the interactive nature of social media platforms allows PR practitioners to engage in two-way communication, fostering stronger relationships with stakeholders. Kaplan and Haenlein (2010) emphasize that social media enables organizations to disseminate information quickly and effectively, reaching a broader audience than traditional media. Furthermore, Mangold and Faulds (2009) argue that social media's influence extends beyond communication, impacting brand management, reputation, and crisis response strategies.

The advent of social media has fundamentally altered the dynamics of communication in public relations. Lovejoy and Saxton (2012) highlight that social media has democratized information dissemination, enabling individuals and organizations to become content creators and distributors. This shift challenges traditional PR practices that relied heavily on controlled messaging through established media channels. Briones et al. (2011) note that social media has introduced a more participatory approach to PR, where audiences actively engage in dialogue and co-create content. This participatory nature requires PR professionals to adopt a more transparent and responsive communication style.

The integration of social media into PR practices presents both challenges and opportunities. Coombs (2012) identifies the potential for rapid spread of misinformation as a significant challenge, necessitating vigilant monitoring and quick response mechanisms. Additionally, the sheer volume of content generated on social media platforms can overwhelm PR professionals, making it difficult to manage and analyze relevant information effectively. However, social media also offers unique opportunities for PR. Macnamara and Zerfass (2012) argue that social media analytics provide valuable insights into audience behavior and preferences, enabling more targeted and effective communication strategies. Additionally, Kelleher (2009) suggests that social media can enhance organizational transparency and trust by facilitating open and honest dialogue with stakeholders.

The digital landscape demands a new set of skills for PR professionals. Waters et al. (2009) assert that proficiency in social media tools and platforms is now essential for effective PR practice. The ability to create engaging multimedia content, utilize analytics for strategic decision-making, and manage online communities are critical competencies in the modern PR toolkit. Furthermore, Wright and Hinson (2017) emphasize the importance of continuous learning and adaptability, as the digital environment is constantly evolving with new technologies and trends.

The literature indicates that the integration of social media into public relations has profoundly impacted the field, necessitating a shift in strategies, communication dynamics, and skill sets. While challenges such as misinformation and content overload exist, the opportunities for enhanced engagement, targeted communication, and valuable insights are significant. The article "Navigating the Social Media Maze: Assessing the Evolving Relevance of Public Relations in a Digital Landscape" contributes to this discourse by exploring how PR professionals can navigate the complexities of the digital landscape to maintain their relevance and effectiveness.

Aims. The aim of this article is to explore and critically evaluate how the advent and proliferation of social media platforms have transformed public relations practices. This study seeks to understand the impact of social media on PR strategies, communication dynamics, and the professional skill set required in the digital age.

The main objectives of the article are:

- to develop the evolution of public relations in the age of digital technologies;
- determine the impact of social networks on public relations;
- develop effective public relations strategies in the digital landscape;
- identify problems in navigating the maze of social networks;
- to determine the possibilities of navigation in the labyrinth of social networks

Methodology. This study employs a mixed-methods research design to assess the evolving relevance of public relations (PR) in the digital landscape shaped by social media. The mixed-methods approach integrates both quantitative and qualitative data, providing a comprehensive understanding of how social media influences PR practices, challenges, and opportunities. The research design includes a survey of PR professionals, content analysis of social media posts, and in-depth interviews with industry experts.

Results. Public relations have always been about building relationships and managing communication between an organization and its various stakeholders. However, the advent of social media has drastically changed the way PR professionals approach their work. In the past, PR campaigns were primarily focused on traditional media outlets such as newspapers, television, and radio. Today, these channels are still important but have been supplemented by a wide array of digital platforms that allow for direct engagement with audiences.

One key aspect of navigating the social media maze is understanding how to leverage these platforms to reach target audiences effectively. This requires PR professionals to stay up-to-date on the latest trends in social media marketing and be able to adapt their strategies accordingly. For example, many organizations now use influencer marketing to reach younger demographics who may not respond as well to traditional advertising methods.

Another challenge facing PR professionals in the digital age is managing crises in real-time on social media. With news spreading rapidly online, organizations must be prepared to respond quickly and transparently to any negative publicity that may arise. This requires careful planning and coordination between PR teams and other departments within an organization.

Overall, while social media has presented new challenges for public relations professionals, it has also opened up exciting opportunities for engaging with audiences in innovative ways. By staying informed about emerging trends in digital communication and adapting their strategies accordingly, PR professionals can successfully navigate the social media maze and continue to build strong relationships with stakeholders in today's fast-paced digital landscape.

The impact of social media on public relations. In today's digital age, social media has become an integral part of public relations strategies for organizations. Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn have transformed the way companies communicate with their audiences. With the rise of social media influencers and user-generated content, organizations now have the opportunity to engage directly with their target audience in real time.

One of the key impacts of social media on public relations is the ability to reach a larger and more diverse audience. Through targeted advertising and organic content creation, organizations can connect with individuals who may not have been reached through traditional PR channels. Additionally, social media allows for immediate feedback and interaction with followers, enabling companies to address customer concerns or issues promptly.

Another significant impact of social media on public relations is the democratization of information. With the proliferation of user-generated content and online reviews, organizations no longer have full control over their brand image. This shift requires PR professionals to be more transparent and authentic in their communication strategies to build trust with consumers.

Furthermore, social media has also changed the way news is disseminated and consumed. With many individuals turning to social media platforms for breaking news updates, organisations must be quick to respond to crises or negative publicity in order to protect their reputation.

Furthermore, social media has also changed the way news is disseminated and consumed. With many individuals turning to social media platforms for breaking news updates, organizations must be quick to respond to crises or negative publicity in order to protect their reputation.

Overall, the impact of social media on public relations has been profound. It has forced PR professionals to adapt their strategies to meet the demands of a digital landscape where transparency, authenticity, and engagement are paramount.

Strategies for effective public relations in a digital landscape. Given the evolving relevance of public relations in a digital landscape dominated by social media, it is essential for organizations to adopt effective strategies that align with current trends and consumer behaviors.

In Table 1 are some key strategies for navigating the social media maze.

Table 1. The key strategies for navigating the social media maze

Strategy	Description
Develop a comprehensive social media strategy	Organizations should create a detailed plan outlining their goals, target audience, messaging strategy, content calendar, and metrics for success. This will help ensure that all efforts are aligned with overarching business objectives
Engage with influencers	Leveraging relationships with social media influencers can help amplify brand messaging and reach new audiences. Collaborating with influencers who align with your brand values can increase credibility and drive engagement
Monitor online conversations	It is crucial for organizations to actively monitor online conversations about their brand in order to address any negative feedback or issues promptly. Utilizing listening tools can help track mentions across various platforms and identify opportunities for engagement
Create compelling content	In order to stand out in a crowded digital landscape, organizations must produce high-quality content that resonates with their target audience. Visual storytelling through videos, infographics, and interactive posts can help capture attention and drive engagement
Measure results	Tracking key performance indicators such as engagement rates, website traffic referrals from social media platforms, and sentiment analysis can provide valuable insights into the effectiveness of PR efforts in a digital landscape

Sources: developed by authors

In conclusion, navigating the social media maze requires organizations to understand the impact of social media on public relations and adopt effective strategies that align with current trends in consumer behavior. By developing comprehensive social media strategies, engaging with influencers, monitoring online conversations, creating compelling content and measuring results; organizations can successfully navigate the evolving digital landscape while maintaining a positive brand image and building strong relationships with their audiences.

Challenges in navigating the social media maze. One of the key challenges faced by public relations professionals in navigating the social media maze is the overwhelming amount of content being generated on these platforms. With millions of posts being shared every day, it can be difficult for organizations to cut through the noise and reach their target audience effectively. Additionally, managing multiple social media accounts and staying up-to-date with constantly changing algorithms can be time-consuming and challenging.

Another challenge is maintaining a consistent brand image across various social media platforms. With different audiences and engagement styles on each platform, it can be tricky for organizations to ensure that their messaging remains cohesive and aligned with their overall communication strategy. Moreover, negative feedback or viral controversies can quickly escalate on social media, making crisis management a critical aspect of public relations in the digital age.

Opportunities in navigating the social media maze. Despite these challenges, there are also numerous opportunities for public relations professionals to leverage social media effectively. One major advantage is the ability to engage directly with stakeholders in real-time, allowing organizations to build relationships and gather valuable feedback from their audience. Social media also provides a cost-effective platform for promoting products or services, reaching new customers, and driving traffic to websites.

Furthermore, social media analytics tools offer valuable insights into audience demographics, preferences, and behavior patterns. By analyzing this data, public relations professionals can tailor their messaging to better resonate with their target audience and optimize their communication strategies for maximum impact. Additionally, influencer marketing has emerged as a powerful tool for reaching niche audiences and increasing brand awareness on social media platforms.

Discussion. Navigating the social media maze presents both challenges and opportunities for public relations professionals seeking to enhance their organization's online presence. By understanding these dynamics and leveraging best practices in content creation, engagement strategies, crisis management, and data analytics, PR practitioners can effectively navigate the complexities of the digital landscape.

Looking ahead, future directions for public relations in a digital world may include further integration of artificial intelligence (AI) technologies for personalized messaging and chatbot interactions. Additionally, ethical considerations surrounding data privacy and transparency will continue to shape how organizations engage with stakeholders on social media platforms. As technology evolves and consumer behaviors change rapidly, staying agile and adaptable will be key for PR professionals looking to navigate the ever-evolving social media maze successfully.

Overall, by embracing innovation while upholding ethical standards and strategic communication principles, public relations practitioners can harness the power of social media to build stronger relationships with stakeholders and drive meaningful outcomes for their organizations in today's digital landscape.

One key finding of this research is the increasing importance of social media as a tool for building relationships and engaging with stakeholders. Platforms such as Twitter, Facebook, and Instagram have become essential channels for reaching target audiences and shaping public perceptions. This highlights the need for PR professionals to develop a strong understanding of how to leverage these platforms effectively in order to achieve their communication goals.

Additionally, traditional media outlets continue to play a significant role in shaping public opinion, despite the growing influence of social media. Securing coverage in newspapers, magazines, and broadcast news programs remains a valuable strategy for building credibility and reaching broad audiences. This suggests that while social media is an important tool for PR practitioners, it should not be viewed as a replacement for traditional media relations efforts.

Overall, the findings underscore the importance of flexibility and adaptability in modern public relations practice. As technology continues to evolve at a rapid pace, PR professionals must be willing to embrace new tools and techniques in order to effectively navigate the ever-changing social media maze. By staying informed about emerging trends and best practices, practitioners can position themselves as valuable assets within their organizations and help shape positive perceptions among key stakeholders.

Conclusion. In conclusion, the rise of social media has fundamentally changed the landscape of public relations. Organizations now have direct access to their audiences, allowing for more targeted and personalized communication. However, this also presents challenges as organizations must navigate the ever-changing social media maze to effectively reach their stakeholders.

Through our research, it was found that public relations professionals play a crucial role in helping organizations navigate this new digital landscape. By understanding the nuances of social media platforms, monitoring online conversations, and engaging with stakeholders in a meaningful way, PR practitioners can help build and maintain positive relationships with key audiences.

Based on the findings, organizations must invest in training and development for their public relations teams to ensure they are equipped with the skills and knowledge needed to navigate the social media maze effectively. This may include providing ongoing education on emerging social media trends, tools, and best practices.

Additionally, organizations should prioritize building strong relationships with influencers and key stakeholders in their industry. By leveraging these relationships, organizations can amplify their messaging and reach a wider audience on social media platforms.

Lastly, organizations need to regularly monitor and evaluate their social media efforts to measure the impact of their PR strategies. By analyzing key metrics such as engagement rates, reach, and sentiment analysis, organizations can identify areas for improvement and make data-driven decisions to enhance their online presence.

Overall, by embracing the evolving relevance of public relations in a digital landscape and implementing our recommendations, organizations can successfully navigate the social media maze and build stronger relationships with their audiences.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

References:

1. Anwar, W. (2024). Adapting Public Relations Strategies In Contemporary Political Communications: Navigating The Digital Landscape. *Frontline Social Sciences and History Journal*, *4*(04), 01-07.
2. Brikše, I. Creating Public Value in a Digital Media landscape. *ORF's First Multimedia Public-Value-Report*.
3. Briones, R. L., Kuch, B., Liu, B. F., & Jin, Y. (2011). Keeping up with the digital age: How the American Red Cross uses social media to build relationships. Public Relations Review, 37(1), 37-43.
4. Coombs, W. T. (2012). Ongoing crisis communication: Planning, managing, and responding. Sage Publications.
5. Gupta, S. K., Alareeni, B., Karpa, M. I., Umrao, L. S., & Gupta, M. (2020, November). Detection of fake news problems and their evaluation through artificial intelligence. In *International Conference on Business and Technology* (pp. 94-101). Cham: Springer International Publishing.
6. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59-68.
7. Kelleher, T. (2009). Conversational voice, communicated commitment, and public relations outcomes in interactive online communication. Journal of Communication, 59(1), 172-188.
8. Kelleher, T. (2018). Public Relations in the Digital Age: A Critical Review of Social Media Use in Public Relations. Journal of Public Relations Research, 30(3), 122-137.
9. Kent, M. L. (2013). Using social media dialogically: Public relations role in reviving democracy. Public Relations Review, 39(4), 337-345.
10. Li, C., & Bernoff, J. (2011). Groundswell: Winning in a World Transformed by Social Technologies. Harvard Business Press.

11. Lovejoy, K., & Saxton, G. D. (2012). Information, community, and action: How nonprofit organizations use social media. Journal of Computer-Mediated Communication, 17(3), 337-353.
12. Macnamara, J., Lwin, M., & Zerfass, A. (2014). Social Media Communication in Organizations: The Challenges of Balancing Openness and Strategy. International Journal of Strategic Communication, 8(2), 89-108.
13. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business Horizons, 52(4), 357-365.
14. Pang, A., HE Chiong, V., & Begam Binte Abul Hassan, N. (2014). Media relations in an evolving media landscape. *Journal of Communication Management*, *18*(3), 271-294.
15. Place, K. R., Wallace, A. A., & Luttrell, R. (2022). Mobile first: Public relations in an evolving digital landscape. In *The Routledge Companion to Public Relations* (pp. 338-351). Routledge.
16. Prasad, L., Nagar, N., Rajsekar, D., Uppal, A. G., Mishra, P., Gupta, S. K., ... & Kornieva, N. (2022, March). Evaluation of the Exercise of the Performance Assessment System. In *International Conference on Business and Technology* (pp. 547-559). Cham: Springer International Publishing.
17. Sabaté, J., & Micó, J. L. (2019). Measuring the small in the digital landscape. *Catalan journal of communication & cultural studies*, *11*(1), 79-98.
18. Stelzner, M.A. (2015). Social Media Marketing Industry Report: How Marketers Are Using Social Media to Grow Their Businesses.
19. Waters, R. D., Burnett, E., Lamm, A., & Lucas, J. (2009). Engaging stakeholders through social networking: How nonprofit organizations are using Facebook. Public Relations Review, 35(2), 102-106.
20. Wilcox, D. L. (2006). The landscape of today's global public relations. *Anàlisi: Quaderns de comunicació i cultura*, (34), 067-85.
21. Wright, D. K., & Hinson, M. D. (2017). Tracking the evolution of social and emerging media use in public relations practice. Public Relations Journal, 11(3), 1-30.

DEMOCRATIZING INDIA: THE ROLE OF MEDIA IN POLITICAL ACTIVISM AND YOUTH EMPOWERMENT

Nishika Bansal[1], Pynthamil Selvi S[2], Shreelakshmi P[3]
[1]*BA Student School of Liberal Studies, CMR University, Bengaluru, India, nishika.bansal@cmr.edu.in*
[2]*Assistant Professor, School of Liberal Studies, CMR University, Bengaluru, India*
[3]*Dr., Assistant Professor, School of Liberal Studies, CMR University, Bengaluru, India. shreelakshmi.p@cmr.edu.in*

Citation:
Bansal, N., Selvi S, P., & P, S. (2024). DEMOCRATIZING INDIA: THE ROLE OF MEDIA IN POLITICAL ACTIVISM AND YOUTH EMPOWERMENT. *Public Administration and Law Review*, (2(18), 42–50. https://doi.org/10.36690/2674-5216-2024-2-42-50

Received: April 22, 2024
Approved: June 28, 2024
Published: June 30, 2024

Abstract. *The democratization of media in India has ushered in a dynamic era marked by both challenges and opportunities, particularly in the realms of political activism and youth empowerment. The primary aim of this article is to investigate the impact of media on political activism and the empowerment of youth within the Indian democratic context. It seeks to explore how various media platforms, including digital and social media, contribute to shaping political opinions and facilitating civic engagement among India's younger population. This article delves into the multifaceted role of media in shaping India's democratic landscape, with a specific focus on its impact on political discourse, citizen engagement, and youth empowerment. Through a comprehensive review of existing literature and empirical evidence, the article explores the challenges posed by the spread of misinformation, regulatory constraints, and digital inequalities, while also highlighting the opportunities presented by citizen journalism initiatives, alternative media outlets, and social media platforms. By equipping citizens, especially the youth, with critical media literacy skills and promoting digital citizenship, India can navigate the complexities of media democratization to foster a more inclusive, participatory, and resilient democracy. Through this analysis, the article contributes to a deeper understanding of the intricate interplay between media, politics, and youth empowerment in the context of India's evolving democratic landscape. The future of Indian democracy will significantly depend on how well the nation manages to harness the potential of media platforms to foster informed political participation while mitigating the risks associated with digital media proliferation. As this article illustrates, nurturing a resilient and inclusive democratic process is contingent upon empowering the youth with the tools to critically engage with media and actively participate in the democratic governance of their country.*

Keywords: *media democratization; India; political activism; youth empowerment; traditional media; digital media; citizen journalism; misinformation; regulatory constraints; digital inequalities; social media; media literacy; democratic governance.*

JEL Classification: H50, H83
Formulas: 0; fig.: 0, table: 1; bibl.: 21

Introduction. India, often lauded as the world's largest democracy, has undergone significant socio-political transformations in the past few decades, with a particular emphasis on the engagement of its youth population in political activism. With over 65% of its population below the age of 35, India boasts one of the largest youth demographics globally (UNFPA, 2020). This demographic reality not only underscores the importance of youth engagement in shaping the country's political landscape but also highlights the critical role of media in facilitating and amplifying their voices.

The democratization of India's media landscape has been a key factor in enabling political activism and youth empowerment. Traditionally, mainstream media outlets such as newspapers, television channels, and radio stations have played a significant role in shaping public discourse and influencing political narratives. However, the advent of digital media has revolutionized the way information is disseminated, shared, and consumed, offering new avenues for citizen engagement and participation.

Social media platforms, in particular, have emerged as powerful tools for political mobilization, enabling citizens, especially the youth, to organize campaigns, express dissent, and mobilize support around various social and political causes (Castells, 2012). Platforms like Twitter, Facebook, and WhatsApp have facilitated the rapid spread of information and the formation of online communities, leading to the emergence of youth-led movements such as the anti-corruption protests led by Anna Hazare in 2011 and the nationwide demonstrations against the Citizenship Amendment Act (CAA) in 2019-20.

Furthermore, the rise of citizen journalism initiatives and independent media outlets has democratized the production and dissemination of news, providing alternative narratives and perspectives that challenge mainstream discourses. Platforms like Alt News, The Wire, and Scroll.in have gained prominence for their investigative journalism and fact-checking efforts, countering misinformation and holding power to account.

Despite the transformative potential of the media in democratizing India, there exist significant challenges and complexities. The proliferation of fake news and misinformation on social media platforms has raised concerns about the erosion of truth and the manipulation of public opinion. Moreover, regulatory constraints and censorship measures, such as the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, have raised questions about freedom of expression and media autonomy.

Addressing these challenges requires a multi-faceted approach that encompasses media literacy initiatives, digital inclusion efforts, and the protection of fundamental freedoms. By empowering its youth population with critical media literacy skills and ensuring equitable access to digital resources, India can harness the transformative potential of media to foster a more participatory, inclusive, and resilient democracy.

Literature review. The role of media in political processes is a critical area of study, particularly in the context of emerging democracies like India. The article "Democratizing India: The Role of Media in Political Activism and Youth Empowerment" examines the intersection between media platforms and political engagement among India's youth. This review explores the article's contribution to the literature on media's role in democratization and youth activism.

Research has consistently highlighted the media's potential to influence public opinion and political engagement (McLeod, Scheufele, & Moy, 1999). In the context of India, studies such as those by Thussu (2007) have noted that media can act as a democratizing force, yet this potential is often hampered by issues of media ownership and regulation (Page & Crawley, 2001).

The youth of India represent a significant demographic force, and their political mobilization is crucial for democratic processes (Chadha & Kavoori, 2000). The article under review adds to this discourse by illustrating how digital media platforms have become tools for political expression and mobilization among young Indians, echoing findings from Shah et al. (2007) who discuss the empowering role of media in civic participation.

Digital media offers unprecedented access to information and platforms for political engagement (Livingstone, 2004). In "Democratizing India," the role of social media platforms like Facebook and Twitter in fostering political discussions among the youth is highlighted, aligning with global trends in digital activism (Castells, 2012).

While the article identifies significant opportunities for media to aid in democratization, it also acknowledges challenges such as misinformation, media bias, and the digital divide that can impede these processes (Norris, 2001). These issues are crucial in understanding the limitations of media in fully realizing democratic ideals.

The democratization of media in India presents a multifaceted landscape characterized by both challenges and opportunities. Traditional media outlets, digital platforms, and citizen journalism initiatives all play crucial roles in shaping public discourse, political engagement, and democratic governance. However, amidst the transformative potential of media, significant challenges such as the spread of misinformation, regulatory constraints, and digital inequalities persist.

The spread of misinformation and fake news on digital platforms undermines public trust in the media and erodes the foundations of democratic discourse (Allcott & Gentzkow, 2017). Regulatory measures, such as the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, raise concerns about censorship and government overreach, stifling dissent and curtailing journalistic freedoms (The Wire Staff, 2021). Moreover, digital inequalities persist, with millions of Indians lacking access to reliable internet connectivity and digital literacy skills (Ghosh, 2018).

Despite these challenges, media democratization also presents opportunities for fostering a more inclusive, participatory, and informed society. Citizen journalism initiatives and alternative media outlets provide alternative narratives and perspectives that challenge mainstream discourses (Raghav, 2016). Social media platforms enable grassroots mobilization and citizen engagement, facilitating greater political activism and civic participation (Chadha, 2018). Efforts to promote media literacy and digital citizenship empower citizens with the skills to critically analyze media messages, navigate the digital world responsibly, and engage in informed civic discourse (UNESCO, 2013).

Addressing the challenges and harnessing the opportunities of media democratization in India requires concerted efforts from governments, civil society organizations, and the private sector. Safeguarding press freedom, promoting media literacy, and expanding access to digital resources are essential steps towards fostering a more inclusive, participatory, and resilient democracy. By empowering citizens with the tools and knowledge to navigate the complexities of the media landscape, India can build a more vibrant and pluralistic public sphere where diverse voices are heard, and democratic values are upheld.

Aims. The primary aim of this article is to investigate the impact of media on political activism and the empowerment of youth within the Indian democratic context. It seeks to explore how various media platforms, including digital and social media, contribute to shaping political opinions and facilitating civic engagement among India's younger population. This article delves into the multifaceted role of media in shaping India's democratic landscape, with a specific focus on its impact on political discourse, citizen engagement, and youth empowerment.

Methodology. Through a comprehensive review of existing literature and empirical evidence, the article explores the challenges posed by the spread of misinformation, regulatory constraints, and digital inequalities, while also highlighting the opportunities presented by citizen journalism initiatives, alternative media outlets, and social media platforms.

Results. The relationship between media and political activism in India is multifaceted and dynamic, with various forms of media playing crucial roles in shaping public discourse, mobilizing citizens, and catalyzing social change. This section explores the diverse ways in which media platforms, both traditional and digital, contribute to political activism in India, with a focus on empirical evidence and case studies.

Historically, traditional media outlets such as newspapers, television channels, and radio stations have served as primary sources of news and information for the Indian populace. These outlets have played a significant role in shaping public opinion, influencing political narratives, and mobilizing citizens around social and political causes (Chadha, 2018). For instance, during India's struggle for independence, newspapers like The Hindu and The Indian Express played a pivotal role in galvanizing public support for the freedom movement through their coverage and editorials.

Television, in particular, has emerged as a powerful medium for political communication, with news channels like NDTV, Times Now, and Republic TV shaping public discourse and agenda-setting (Thussu, 2019). The televised debates, panel discussions, and investigative reports on these channels often serve as platforms for political actors to articulate their views, engage in dialogue, and hold each other accountable.

The advent of digital media has revolutionized the landscape of political communication in India, offering new avenues for citizen engagement, participation, and activism. Social media platforms such as Twitter, Facebook, and WhatsApp have emerged as powerful tools for political mobilization, enabling citizens to organize campaigns, share information, and express dissent in real-time (Chadha, 2018). For example, the "Save Jallikattu" movement in Tamil Nadu and the "Not In My Name" protests against mob lynching incidents were largely organized and mobilized through social media platforms.

Moreover, the rise of citizen journalism initiatives and independent media outlets has democratized the production and dissemination of news, providing alternative narratives and perspectives that challenge mainstream discourses (Thussu, 2019). Platforms like Alt News, The Wire, and Scroll.in have gained prominence for their investigative journalism and fact-checking efforts, countering misinformation and holding power to account.

The democratization of media has played a crucial role in mobilizing India's youth population and empowering them to participate in political activism and social movements. With over 65% of its population under the age of 35, India boasts one of the largest youth demographics globally (UNFPA, 2020). Social media platforms, in particular, have become important spaces for young people to express their views, connect with like-minded individuals, and mobilize collective action around issues they care about.

Case studies such as the anti-corruption protests led by Anna Hazare in 2011 and the nationwide demonstrations against the Citizenship Amendment Act (CAA) in 2019-20 highlight the significant role of youth-led movements in shaping India's political landscape (Chadha, 2018). These movements, fueled by digital media and social networking sites, mobilized millions of young Indians across the country, challenging established power structures and demanding accountability from the government.

Youth empowerment through media literacy is a crucial aspect of democratizing India's media landscape. This section delves into the importance of media literacy for empowering India's youth population and promoting informed civic engagement.

Media literacy encompasses a range of skills and competencies that enable individuals to critically analyze, evaluate, and engage with media messages. In the digital age, where information is abundant and easily accessible, media literacy plays a vital role in equipping young people with the tools to navigate the complexities of the media landscape (Buckingham, 2019). By developing critical thinking skills, youth can discern fact from fiction, identify bias and propaganda, and make informed decisions about the information they consume and share.

Media literacy empowers young people to become active participants in the democratic process by enabling them to critically engage with media content, express their views, and participate in public discourse. By teaching youth how to create and share their own media messages, media literacy initiatives foster a sense of agency and empowerment, enabling young people to amplify their voices and advocate for social change (Hobbs, 2017). For example, initiatives like the Youth Ki Awaaz platform provide a space for young Indians to share their perspectives on issues ranging from politics and social justice to culture and identity.

Media literacy also plays a crucial role in promoting digital citizenship among young people, encouraging responsible and ethical behavior in online spaces. By teaching youth about topics such as online privacy, cyberbullying, and digital rights, media literacy initiatives empower them to navigate the digital world safely and responsibly (Livingstone, 2019). Moreover, media literacy fosters a sense of civic responsibility, encouraging young people to use their digital skills for positive social change and community engagement.

Despite the transformative potential of media literacy, digital inequalities persist, with millions of young Indians lacking access to reliable internet connectivity and digital literacy skills (Ghosh, 2018). Bridging this digital divide is essential for ensuring that all young people have equal opportunities to participate in civic life and access information. Media literacy initiatives must therefore prioritize efforts to expand digital infrastructure, provide training and resources to underserved communities, and address socio-economic disparities that perpetuate inequality (UNICEF, 2021).

The democratization of media in India presents both challenges and opportunities for fostering a more inclusive, participatory, and informed society. This section explores the complexities associated with media democratization in India, highlighting key challenges and opportunities, along with relevant citations and references.

Table 1. The main challenges and opportunities for fostering a more inclusive, participatory, and informed society in India

Challenges	Opportunities
Spread of Misinformation and Fake News	Citizen Journalism and Alternative Media
Regulatory Constraints and Censorship	Social Media and Grassroots Mobilization
Digital Inequalities and Access	Media Literacy and Digital Citizenship

The main challenges for fostering a more inclusive, participatory, and informed society in India are:

1. Spread of misinformation and fake news. One of the most significant challenges facing media democratization in India is the proliferation of misinformation and fake news on digital platforms (Shu, 2017). The rapid spread of false information, often fueled by political agendas or sensationalism, undermines public trust in the media and erodes the foundations of democratic discourse (Allcott & Gentzkow, 2017). Misinformation campaigns have the potential to manipulate public opinion, exacerbate social tensions, and undermine democratic norms, posing a significant threat to India's pluralistic fabric.

2. Regulatory constraints and censorship. The regulatory environment governing media in India is characterized by complex and often ambiguous regulations, which can impede freedom of expression and media autonomy (Choudhary, 2020). Recent regulatory measures such as the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 have raised concerns about censorship and government overreach, stifling dissent and curtailing journalistic freedoms (The Wire Staff, 2021). Moreover, the use of defamation laws and sedition charges to target journalists and media organizations further undermines press freedom and inhibits investigative journalism.

3. Digital inequalities and access. Despite the rapid growth of digital media in India, digital inequalities persist, with millions of Indians lacking access to reliable internet connectivity and digital literacy skills (Ghosh, 2018). The digital divide exacerbates existing socio-economic disparities, limiting access to information and civic participation among marginalized communities (UNICEF, 2021). Bridging this gap requires concerted efforts to expand digital infrastructure, provide training and resources to underserved populations, and address barriers to access such as affordability and language barriers.

The main opportunities for fostering a more inclusive, participatory, and informed society in India are:

1. Citizen journalism and alternative media. The rise of citizen journalism initiatives and alternative media outlets has democratized the production and dissemination of news, providing alternative narratives and perspectives that challenge mainstream discourses (Raghav, 2016). Platforms like Alt News, The Wire, and Scroll.in have gained prominence for their investigative journalism and fact-checking efforts, countering misinformation and holding power to account. By amplifying marginalized voices and highlighting grassroots issues, these platforms contribute to a more pluralistic and inclusive public sphere.

2. Social media and grassroots mobilization. Social media platforms have emerged as powerful tools for political mobilization and grassroots activism, enabling citizens to organize campaigns, share information, and express dissent in real-time (Chadha, 2018). Movements such as the anti-corruption protests led by Anna Hazare in 2011 and the nationwide demonstrations against the Citizenship Amendment Act (CAA) in 2019-20 were largely organized and mobilized through social media platforms. By providing a platform for diverse voices and perspectives, social media facilitates greater citizen engagement and participation in political discourse.

3. Media literacy and digital citizenship. Efforts to promote media literacy and digital citizenship among the Indian populace present an opportunity to empower citizens with the skills to critically analyze media messages, navigate the digital world responsibly, and engage in informed civic discourse (UNESCO, 2013). Media literacy initiatives, such as the Media Awareness Network (MAN) and Digital Empowerment Foundation (DEF), play a crucial role in equipping citizens, particularly youth, with the tools to discern fact from fiction, identify bias and propaganda, and participate meaningfully in democratic processes.

Discussion. The exploration of the media's role in democratizing India underscores a complex and multifaceted impact on political activism and youth empowerment. As highlighted in the article, traditional and digital media platforms are instrumental in shaping the political consciousness of India's youth, a demographic that is pivotal in steering the future of the nation's democratic journey. The interplay between media and democracy in India reveals both the power and the pitfalls of media influence in the digital age.

Digital media, especially social media platforms, have proven to be double-edged swords. On one hand, they serve as platforms for political engagement and activism, empowering youth to mobilize around social and political causes effectively. On the other hand, they are also conduits for misinformation and fake news, which can undermine the very foundation of democratic discourse. The rise of movements like the anti-corruption protests led by Anna Hazare and the CAA demonstrations showcases how digital tools can facilitate significant social movements, bringing issues to the national forefront and demanding governmental accountability and transparency.

One of the most pressing issues addressed is the proliferation of misinformation through digital channels. This not only challenges the integrity of democratic processes but also complicates the media's role as a facilitator of informed public discourse. The spread of fake news can skew public perception and influence electoral outcomes, posing a serious threat to the democratic ethos of India. Regulatory measures, while intended to curb such risks, often walk a fine line between censorship and freedom of the press, raising concerns about media autonomy and freedom of expression.

To mitigate these challenges, the article suggests enhancing media literacy among the youth. Educating young citizens about the critical consumption of media, understanding the source and intent of information, and engaging responsibly in digital spaces can fortify the democratic landscape. This not only involves critical analysis of media content but also encourages active participation in the media creation process, promoting a more informed and proactive citizenry.

The article calls for a balanced approach to harnessing the democratic potential of media while safeguarding against its vulnerabilities. Policies aimed at promoting digital inclusion and media literacy should be prioritized to ensure that the democratizing potential of media is realized across all segments of society. Furthermore, the government and civil society must collaborate to create a regulatory framework that supports media freedom while combating misinformation effectively.

Conclusion. The exploration of media's influence on political activism and youth empowerment in India underscores a transformative landscape where the voices of the young act as pivotal agents of democratic change. This article has highlighted the dual roles played by both traditional and digital media in shaping political engagement among India's youth, reflecting a complex interplay of empowerment and challenges within the world's largest democracy.

Media platforms, particularly digital and social media, have emerged as significant enablers of dialogue and dissent, providing young Indians with the tools to mobilize, advocate, and effectuate political change. The anti-corruption movement and protests against the Citizenship Amendment Act serve as epitomes of how digital media can be leveraged to organize and elevate youth-led movements, bringing to light pressing national issues and galvanizing public response.

However, alongside the opportunities for democratization and engagement, the media landscape in India is fraught with challenges. Misinformation, media bias, and digital divides pose substantial threats to the integrity of democratic engagement. Moreover, regulatory measures such as the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 have stirred debates around censorship and media freedom, highlighting the delicate balance between regulation and the right to free expression.

Addressing these complexities requires a concerted effort towards promoting media literacy and creating a robust framework for media regulation that protects both democratic engagement and freedom of expression. By enhancing media literacy, India can equip its youth with the critical thinking skills necessary to navigate the media landscape effectively, discerning misinformation and engaging in informed dialogue.

In conclusion, the role of media in democratizing India is indispensable yet fraught with significant challenges. The future of Indian democracy will significantly depend on how well the nation manages to harness the potential of media platforms to foster informed political participation while mitigating the risks associated with digital media proliferation. As this article illustrates, nurturing a resilient and inclusive democratic process is contingent upon empowering the youth with the tools to critically engage with media and actively participate in the democratic governance of their country.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

References:

1. Allcott, H., & Gentzkow, M. (2017). Social Media and Fake News in the 2016 Election. Journal of Economic Perspectives, 31(2), 211-236.
2. Buckingham, D. (2019). Media Education and Media Literacy. In The Routledge Handbook of Media Education Research (pp. 31-43). Routledge.
3. Castells, M. (2012). *Networks of outrage and hope: Social movements in the Internet age*. Polity.
4. Chadha, K. (2018). The Indian Media Business. SAGE Publications India.
5. Chadha, K., & Kavoori, A. P. (2000). *Media imperialism revisited: Some findings from the Asian case*. Media, Culture & Society, 22(4), 415-432.
6. Choudhary, V. (2020). Media and Law in India: Debates and Developments. Oxford University Press.
7. Ghosh, R. (2018). Digital Divide and Social Media: Connectivity Doesn't End Inclusion. Economic & Political Weekly, 53(18), 27-29.
8. Hobbs, R. (2017). Exploring the Roots of Digital and Media Literacy through Personal Narrative. Journal of Media Literacy Education, 9(1), 1-5.
9. Livingstone, S. (2004). *Media literacy and the challenge of new information and communication technologies*. The Communication Review, 7(1), 3-14.
10. Livingstone, S. (2019). Developing Digital Literacy: Young People's Negotiation of Digital Risks. In The Routledge Companion to Media Education, Copyright, and Fair Use (pp. 201-211). Routledge.
11. McLeod, J. M., Scheufele, D. A., & Moy, P. (1999). *Understanding deliberation: The effects of discussion networks on participation in a public forum*. Communication Research, 26(6), 743-774.
12. Norris, P. (2001). *Digital divide: Civic engagement, information poverty, and the Internet worldwide*. Cambridge University Press.
13. Page, D., & Crawley, W. (2001). *Satellites over South Asia: Broadcasting, culture and the public interest*. Sage.
14. Raghav, A. (2016). News Media and the Search for a Democratic Space in India. Routledge.
15. Shah, D. V., McLeod, J. M., & Yoon, S. H. (2007). *Communication, context, and community: An exploration of print, broadcast, and Internet influences*. Communication Research, 34(4), 318-348.
16. Shu, K. (2017). Fake News Detection on Social Media: A Data Mining Perspective. ACM Computing Surveys (CSUR), 50(5), 1-36.
17. The Wire Staff. (2021). Explained: What Are the New IT Rules, and Why Is the Government Going After Twitter Now? The Wire. Retrieved from: https://thewire.in/media/government-social-media-rules-twitter-india
18. Thussu, D. K. (2007). *Media on the move: Global flow and contra-flow*. Routledge.
19. Thussu, D. K. (2019). Mapping BRICS Media. Routledge.
20. UNESCO. (2013). Media and Information Literacy Curriculum for Teachers. United Nations Educational, Scientific and Cultural Organization.
21. UNFPA. (2020). State of World Population 2020: Against my will: defying the practices that harm women and girls and undermine equality. United Nations Population Fund.
22. UNICEF. (2021). The State of the World's Children 2021: On My Mind. United Nations Children's Fund.

CHAPTER 2
LEGAL RELATIONS: FROM THEORY TO PRACTICE

COMPARISON OF COMMERCIAL DISPUTE RESOLUTION MECHANISMS IN JORDAN AND THE MIDDLE EAST

Hisham Jadallah Mansour Shakhatreh[1]

[1]*Ph.D. (Law), Assistant Professor, Faculty of Law, Jadara University, Jordan, e-mail: dr.hishamshakhatreh@gmail.com, ORCID: https://orcid.org/0000-0001-8693-5744*

Citation:
Shakhatreh, H. (2024). COMPARISON OF COMMERCIAL DISPUTE RESOLUTION MECHANISMS IN JORDAN AND THE MIDDLE EAST. *Public Administration and Law Review*, (2(18), 51–66. https://doi.org/10.36690/2674-5216-2024-2-51-66

Received: April 26, 2024
Approved: June 24, 2024
Published: June 30, 2024

Absrtact. *This article provides a comprehensive comparison of commercial dispute resolution mechanisms across Jordan, Saudi Arabia, the United Arab Emirates (UAE), and Egypt. With the increasing globalization of business and the growth of foreign investments in the Middle East, an effective and efficient legal framework for dispute resolution is critical. The primary goal of this study is to provide a comprehensive comparative analysis of commercial dispute resolution mechanisms in Jordan and key Middle Eastern countries, with the aim of understanding their impact on the business climate and investor confidence in the region. The research employs a comparative analysis approach, drawing on a variety of sources including legal texts, case studies, and interviews with legal experts and business professionals from Jordan, Saudi Arabia, UAE, and Egypt. This comparative analysis examines the similarities and differences in the dispute resolution frameworks of these four countries, focusing on judicial processes, arbitration practices, and the adoption of alternative dispute resolution (ADR) methods. All four nations share a common legal heritage influenced by Islamic Sharia law and have adopted international standards such as the UNCITRAL Model Law to modernize their arbitration systems. Each country has established specialized commercial courts to expedite the resolution of business disputes and is a signatory to the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards, facilitating cross-border enforcement of decisions. However, there are distinct differences shaped by local legal and economic policies. For instance, the UAE features a dual judicial system that includes Sharia-influenced local courts and common law-based courts in its free zones, which are absent in the other three countries. The study highlights the strengths and weaknesses of each jurisdiction's dispute resolution mechanism and discusses ongoing reforms aimed at enhancing the effectiveness and efficiency of legal processes. This analysis not only aids in understanding each country's approach to dispute resolution but also serves as a guide for international businesses and investors considering operations in these regions.*

Keywords: *Commercial Dispute Resolution; Middle East Legal Systems; Arbitration in the Middle East; Judicial Reforms; Alternative Dispute Resolution; Enforcement of Arbitral Awards; UAE Legal Framework; Egyptian Economic Courts; Jordanian Arbitration Law.*

JEL Classification: F13, K12, K22

Formulas: 0; fig.: 0; table: 9; bibl.: 35

Introduction. In an increasingly interconnected global economy, the efficiency and effectiveness of commercial dispute resolution mechanisms are pivotal for fostering a conducive business environment. These mechanisms not only ensure legal certainty and protect contractual rights but also significantly influence foreign investment decisions and economic development. Given the strategic economic reforms and diversification efforts across the Middle East, understanding and comparing these dispute resolution frameworks within the region becomes crucial.

Jordan, along with its neighboring countries such as Saudi Arabia, the United Arab Emirates (UAE), and Egypt, has been actively reforming its commercial legal structures to attract more foreign investments and enhance its economic landscape. Each of these countries has developed unique approaches to dispute resolution, influenced by their legal traditions, political climates, and economic objectives. This research aims to dissect and compare these frameworks, with a special focus on arbitration, mediation, and judicial proceedings. The goal is to identify best practices, common challenges, and areas for potential improvement.

The comparative analysis of Jordan's dispute resolution mechanisms against those of its regional peers will provide insights into how different legal environments adapt to the demands of the modern business world. This will not only shed light on Jordan's position but also offer a broader perspective on how Middle Eastern countries are navigating the complexities of commercial disputes in an era marked by rapid economic changes and globalization pressures. By understanding these dynamics, stakeholders can better strategize for legal reforms and business decisions in the region.

Literature Review. The study provides a literature review that provides a basic understanding of commercial dispute resolution mechanisms in Jordan, Saudi Arabia, the United Arab Emirates, and Egypt.

Jordan. Jordan's legal framework for commercial dispute resolution primarily revolves around the judiciary and formal arbitration mechanisms, as codified in the Jordanian Arbitration Law, which aligns with the UNCITRAL Model Law. Studies have highlighted that while Jordan has a strong legal foundation for arbitration, the actual application in courts often suffers from delays and enforcement challenges, impacting the perceived effectiveness of the arbitration process (Al-Zoubi & Al Tal, 2018). Furthermore, mediation is less popular and underutilized due to a lack of awareness and cultural preferences for litigation or formal arbitration (Qasim, 2020).

Saudi Arabia. Recent reforms in Saudi Arabia, driven by its Vision 2030, have substantially modified its dispute resolution landscape. The establishment of specialized commercial courts and the promotion of arbitration have been significant (Al-Dakheel, 2019). Researchers like Al-Rashood (2021) argue that while these changes are promising, there is a continuous need for training judges and arbitrators to handle commercial disputes effectively, ensuring faster and more reliable resolutions.

United Arab Emirates. The UAE is noted for its advanced arbitration centers, such as the Dubai International Arbitration Centre (DIAC) and the Abu Dhabi Commercial Conciliation and Arbitration Centre (ADCCAC). These facilities provide robust support for resolving commercial disputes, reflecting an integration of international best practices (Al-Mulla, 2020). However, Mansoor (2019) points out the challenges posed by the dual legal system (civil law influenced by Islamic law), which sometimes leads to inconsistencies in arbitration enforcement.

Egypt. Egypt's approach to commercial dispute resolution traditionally relies heavily on the judicial system, which is often criticized for inefficiency and unpredictability (Salem, 2021). Although there has been a push towards enhancing arbitration facilities, such as through the Cairo Regional Centre for International Commercial Arbitration, the lack of modernization in court procedures still poses significant barriers (Hassan, 2022).

Aims. The primary goal of this study is to provide a comprehensive comparative analysis of commercial dispute resolution mechanisms in Jordan and key Middle Eastern countries, with the aim of understanding their impact on the business climate and investor confidence in the region.

To achieve this goal, the study is structured around several specific objectives:

- to evaluate the current legal frameworks governing commercial dispute resolution in Jordan, Saudi Arabia, the United Arab Emirates, and Egypt;
- to analyze the effectiveness and efficiency of these dispute resolution mechanisms;
- to identify best practices from each jurisdiction that could serve as benchmarks for improvements in others;
- to explore how the distinct dispute resolution environments influence the overall business climate and attractiveness for foreign investments in each country.

Through these objectives, the study seeks to deepen the understanding of commercial dispute resolution practices in the Middle East, highlighting innovative approaches and pinpointing areas where further development is needed to meet the challenges of a globalized economy.

Methodology. The research employs a comparative analysis approach, drawing on a variety of sources including legal texts, case studies, and interviews with legal experts and business professionals from Jordan, Saudi Arabia, UAE, and Egypt.

Results. To fulfill the tasks, a comparative analysis of Commercial Dispute Resolution Mechanisms in Jordan, Saudi Arabia, the United Arab Emirates and Egypt was conducted.

Commercial Dispute Resolution Mechanisms in Jordan. Jordan's commercial dispute resolution mechanisms are primarily structured around formal litigation in the courts and arbitration, with mediation and other alternative dispute resolution (ADR) methods being less prevalent but gradually gaining recognition. The legal framework and practical application of these mechanisms are influenced by Jordan's commitment to creating a business-friendly environment and its adherence to international standards.

The key elements of the Commercial Dispute Resolution Mechanisms in Jordan are shown in the table 1.

Despite the structured frameworks, there are challenges in the dispute resolution mechanisms in Jordan. The primary issues include judicial delays, limited public awareness about the benefits of ADR, and the need for further development in the enforcement of arbitral awards. Recent reforms and initiatives aimed at promoting ADR and improving the efficiency of the judiciary demonstrate Jordan's commitment to enhancing its dispute resolution environment. These efforts are crucial for Jordan to remain competitive and attractive as a destination for international business and investments.

Table 1. The key elements of the Commercial Dispute Resolution Mechanisms in Jordan

Key elements	Description
Judicial Proceedings	The judiciary in Jordan is the cornerstone for resolving commercial disputes, especially for those parties that do not have prior arbitration agreements. The Jordanian courts are organized into three tiers: Courts of First Instance, Courts of Appeal, and the Court of Cassation, which is the highest court in the land. Commercial courts specialize in handling cases related to business matters, including contract disputes, commercial fraud, and bankruptcy. However, the judicial process can be slow due to the backlog of cases and procedural inefficiencies, which can deter businesses from relying on this avenue for dispute resolution.
Arbitration	Arbitration is a well-established mechanism in Jordan, governed by the Jordanian Arbitration Law of 2001, which is based on the UNCITRAL Model Law. This law provides a modern legal framework intended to ensure efficient and enforceable arbitration. In Jordan, arbitration is commonly stipulated in commercial contracts, especially in transactions involving international parties. The Jordan Arbitration Centre is a key institution, offering services and overseeing the arbitration processes according to the agreed-upon rules by the disputing parties. The enforcement of arbitration awards is generally reliable, subject to the judicial review of the courts, which can sometimes delay enforcement but rarely overturns such awards unless significant procedural breaches are found.
Mediation and Other ADR Methods	Mediation, although less common than arbitration, is increasingly being promoted as a cost-effective and time-efficient method of resolving disputes without resorting to litigation. The Jordanian Mediation Law for settling civil disputes was enacted to facilitate this. Mediation is particularly encouraged for disputes where a quick resolution is desirable or where parties seek to maintain a cooperative relationship post-dispute. Additionally, other ADR methods like conciliation and expert determination are available but are less formalized and thus less commonly used compared to mediation and arbitration.
Informal Dispute Resolution	In addition to formal mechanisms, informal dispute resolution methods, such as negotiation and customary practices, are also utilized, especially in less formal business environments or in regions where tribal influences are strong. These methods rely heavily on the community's social and cultural norms and can provide rapid resolutions, although they lack formal legal enforceability.

Source: systematized by the author

Jordan's commercial dispute resolution framework includes several mechanisms, each with its own set of advantages and disadvantages. Understanding these can help in assessing the effectiveness of the legal environment and suggest areas for improvement. Table 2 shows a breakdown of the key benefits and drawbacks associated with Jordan's dispute resolution methods.

Jordan's dispute resolution mechanisms offer a mix of internationally aligned arbitration processes and specialized judicial structures, coupled with growing support for alternative dispute resolution methods. However, challenges such as judicial inefficiencies and underutilization of ADR options highlight the need for ongoing reforms and increased awareness of ADR benefits. Enhancing these aspects could significantly improve the business environment and attract more foreign investments to Jordan.

Table 2. A breakdown of the key advantages and disadvantages of dispute resolution methods in Jordan

Advantages		
Structured Arbitration Framework	Efficiency	Jordan's arbitration laws are modeled on the UNCITRAL Model Law, which is internationally recognized for promoting efficient, fair, and predictable arbitration processes
	Autonomy	Parties have significant autonomy over the arbitration process, including the choice of arbitrators and the flexibility to decide the procedural rules
	Confidentiality	Arbitration proceedings are typically private, which can be crucial for businesses that prefer discretion in handling sensitive commercial disputes
Legal Reforms and Support for ADR	Modernized Laws	Recent legal reforms aim to streamline and strengthen the resolution of commercial disputes, including enhancements in the enforcement of arbitration awards and the promotion of mediation
	Government Support	The Jordanian government actively promotes ADR mechanisms to reduce the burden on the judiciary and encourage quicker resolutions of disputes
Specialized Commercial Courts	Expertise	Jordan has specialized commercial courts that handle business disputes, which ensures that cases are adjudicated by judges familiar with commercial law and practices
	Focused Jurisdiction	Having a separate commercial judiciary helps in faster processing of cases compared to general civil courts
Disadvantages		
Judicial Delays	Backlogs	The court system in Jordan can be slow due to case backlogs, which delays the resolution of commercial disputes and can deter investment and business decisions
	Procedural Complexity	The judicial process can be complex and time-consuming, particularly for foreign entities unfamiliar with the local legal system
Enforcement of Arbitration Awards	Judicial Scrutiny	Although arbitration awards are generally upheld by Jordanian courts, there are instances where judicial scrutiny can lead to delays in enforcement
	Limited Scope for Appeal	While limited appeal rights can be seen as an advantage for the finality of arbitration, they can also be a disadvantage if there are substantial grounds for challenging an arbitral award
Underutilization of Mediation and Other ADR	Low Awareness	There is a lack of awareness and understanding of the benefits of mediation and other alternative dispute resolution methods among the business community
	Cultural Preferences	Cultural preferences for more formal dispute resolution methods like litigation or arbitration can limit the use of mediation despite its potential benefits in terms of cost and time
Informal Dispute Resolution Limitations	Non-binding Nature	Informal methods like negotiation and customary practices, while quick and flexible, lack the legal binding power of formal mechanisms, which can lead to disputes re-emerging later
	Lack of Legal Safeguards	Informal resolutions do not provide the same legal protections as formal methods, which can be a significant disadvantage in complex commercial disputes

Source: systematized by the author

Commercial Dispute Resolution Mechanisms in Saudi Arabia. Saudi Arabia's approach to commercial dispute resolution has undergone significant transformations in recent years, primarily driven by the Vision 2030 initiative, which aims to diversify the economy and reduce its dependence on oil. This initiative has influenced the development of new legal frameworks and institutions to better accommodate the needs of domestic and international businesses.

The key elements of the Commercial Dispute Resolution Mechanisms in Saudi Arabia are shown in the table 3.

Table 3. The key elements of the Commercial Dispute Resolution Mechanisms in Saudi Arabia

Key elements	Description
Judicial System	Specialized Commercial Courts: In 2018, Saudi Arabia established specialized commercial courts to deal with business disputes more efficiently. These courts are intended to streamline processes and ensure that judges with specific expertise in commercial law handle relevant cases
	E-Justice System: The Saudi Ministry of Justice has implemented an e-justice system that digitizes many court processes, aiming to speed up the resolution of cases and increase transparency in the judicial system
Arbitration	Saudi Center for Commercial Arbitration (SCCA): Established to provide an institutional framework for arbitration, the SCCA operates under international standards to offer reliable and effective arbitration services. It aligns with international best practices, such as the UNCITRAL Model Law, to ensure its appeal to both local and international business communities
	Arbitration Law: Saudi Arabia's Arbitration Law of 2012 is also based on the UNCITRAL Model Law and includes provisions that enhance the autonomy of the arbitration process, limit judicial interference, and ensure the enforceability of both domestic and international arbitral awards within the kingdom
Mediation and Conciliation	Commercial Mediation Center: Alongside arbitration, mediation is encouraged as a less formal, more flexible, and often quicker alternative for resolving disputes. The establishment of the Commercial Mediation Center reflects a growing recognition of mediation's benefits
	Regulatory Support: Recent regulations promote the use of mediation before resorting to litigation, particularly in commercial disputes where the preservation of business relationships is important
Enforcement Mechanisms	Enforcement Law: The Enforcement Law of 2013 has significantly improved the landscape for the execution of both judicial decisions and arbitral awards. This law provides clear steps and procedures for the enforcement of awards, enhancing the credibility and predictability of the dispute resolution environment in Saudi Arabia

Source: systematized by the author

Despite these advances, Saudi Arabia's commercial dispute resolution mechanisms face certain challenges: the shift towards international standards of dispute resolution requires adjustments in the legal culture and practices traditionally prevalent in Saudi business and legal communities; while judicial oversight is reduced, the courts still retain significant power over arbitration, especially in matters considered contrary to public policy, which can sometimes lead to unpredictability in arbitration outcomes; greater awareness and acceptance of mediation and other ADR methods are needed. Cultural preferences for litigation can still prevail, inhibiting the broader uptake of alternative methods.

Saudi Arabia has made considerable strides in enhancing its commercial dispute resolution framework to support its economic transformation goals under Vision 2030. By continuing to develop and promote efficient, transparent, and fair dispute resolution mechanisms, Saudi Arabia aims to strengthen its position as a leading business hub in the region and attract more international investors.

Saudi Arabia's evolving landscape for commercial dispute resolution, particularly influenced by its Vision 2030 goals, offers several advantages while also presenting some challenges. Table 4 shows a breakdown of the key benefits and drawbacks associated with Jordan's dispute resolution methods.

Table 4. A breakdown of the key advantages and disadvantages of dispute resolution methods in Saudi Arabia

Advantages		
Specialized Commercial Courts	Expertise	These courts are staffed by judges specializing in commercial law, ensuring that complex business disputes are handled with the required technical and legal proficiency
	Efficiency	The introduction of specialized courts has streamlined procedures and reduced the time required to resolve disputes
Modern Arbitration Framework	International Standards	The Saudi Center for Commercial Arbitration (SCCA) operates in accordance with international arbitration practices, making it an attractive option for both domestic and foreign businesses
	Enforceability	The Arbitration Law and the enforcement mechanisms introduced align with the UNCITRAL Model Law, which enhances the predictability and enforceability of arbitral awards
Digital Innovations in the Judicial Process	E-Justice System	This system digitizes many judicial procedures, making the process quicker and more transparent, which is particularly beneficial for business-related disputes
Promotion of Mediation	Cost-Effectiveness	Mediation offers a less expensive alternative to litigation and arbitration, which can be crucial for smaller businesses
	Preservation of Relationships	Mediation helps maintain business relationships, an important factor in the business culture of Saudi Arabia
Disadvantages		
Cultural and Systemic Inertia	Traditional Preferences	There remains a strong preference for litigation over newer forms of dispute resolution like arbitration and mediation, which can slow the acceptance and effectiveness of these methods
	Adjustment Period	As the legal community and businesses adapt to the new systems and laws, there may be a period of uncertainty and uneven application of the law
Judicial Interference	Public Policy Considerations	Saudi courts can refuse the enforcement of arbitral awards if they conflict with public policy, a broadly defined term that can lead to unpredictability in arbitration outcomes
	Oversight over Arbitration	Despite modern laws, the courts still exercise considerable oversight over arbitration, which can undermine the autonomy of the arbitral process
Limited Use of ADR	Awareness and Training	There is a need for greater awareness and training in alternative dispute resolution methods. The lack of familiarity with these processes among the business community limits their use
	Regulatory Framework	While there are initiatives to promote ADR, the regulatory framework and incentives for its use are still developing

Source: systematized by the author

Saudi Arabia's commercial dispute resolution mechanisms are aligning more with international standards, offering efficient and reliable options for resolving business disputes. The specialization of courts, modern arbitration laws, and digital judicial processes are significant advantages. However, the transition from traditional practices and the broader acceptance of new dispute resolution methods continue to be areas that require attention and development. Enhancing these mechanisms could further strengthen Saudi Arabia's business environment and support its economic transformation goals.

Commercial Dispute Resolution Mechanisms in the United Arab Emirates (UAE). The United Arab Emirates (UAE) is renowned for its dynamic business environment and robust legal frameworks, which cater to a diverse international business community. The UAE has developed a comprehensive system of dispute resolution mechanisms that includes judicial courts, arbitration centers, and alternative dispute resolution (ADR) methods, particularly in the free zones like Dubai International Financial Centre (DIFC) and Abu Dhabi Global Market (ADGM). These mechanisms are designed to provide efficient, transparent, and enforceable means of settling commercial disputes.

The key elements of the Commercial Dispute Resolution Mechanisms in the United Arab Emirates are shown in the Table 5.

Table 5. The key elements of the Commercial Dispute Resolution Mechanisms in the United Arab Emirates

Key elements	Description
Judicial Courts	Federal and Local Courts: The UAE operates a dual judicial system comprising federal courts and local emirate-level courts. These courts handle commercial disputes according to the UAE Civil Code and other relevant commercial laws, influenced by Islamic Sharia law
	Specialized Commercial Courts: In emirates like Dubai and Abu Dhabi, specialized commercial courts deal exclusively with business disputes, which helps streamline the adjudication process by utilizing judges skilled in commercial law
Arbitration	Leading Arbitration Centers: The UAE hosts several prominent arbitration centers, including the Dubai International Arbitration Centre (DIAC) and the Abu Dhabi Commercial Conciliation and Arbitration Centre (ADCCAC). These centers are preferred due to their international standards and procedures
	Legal Framework: Arbitration in the UAE is governed by the Federal Arbitration Law, which is based on the UNCITRAL Model Law. This modern arbitration law facilitates the efficient resolution of disputes and is recognized for ensuring the enforcement of arbitral awards both domestically and internationally
Free Zone Courts	DIFC and ADGM Courts: The DIFC and ADGM operate independent legal systems based on English common law, which is distinct from the UAE's civil law system. These courts offer judicial services for civil and commercial disputes within their jurisdictions and are particularly favored by international businesses for their transparency and predictability.
	Streamlined Procedures: Both DIFC and ADGM courts have streamlined procedures for case management, which significantly reduces the time required for dispute resolution. They also offer mediation and arbitration services integrated within their legal systems
Mediation and Other ADR Methods	Growth in Mediation Services: There is an increasing trend towards using mediation in the UAE, supported by various institutions within the DIFC, ADGM, and even at the federal level. Mediation is promoted as a cost-effective and faster alternative to litigation and arbitration.
	Regulatory Support: Recent regulatory updates have strengthened the framework for mediation, ensuring that mediated agreements can be enforced as binding contracts, which enhances their attractiveness to businesses
Enforcement of Decisions	Local and International Enforcement: The UAE is a signatory to several international treaties, including the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards, which facilitates the straightforward enforcement of international arbitral awards. Domestically, the UAE courts generally uphold and enforce decisions from DIFC and ADGM courts, as well as from recognized arbitration centers.

Source: systematized by the author

Despite its advanced dispute resolution infrastructure, the UAE faces challenges related to the coexistence of multiple legal systems, which can create complexity and unpredictability in certain cases. Additionally, the high cost of dispute resolution, particularly in arbitration and in the free zone courts, can be prohibitive for smaller enterprises.

The UAE's commitment to maintaining a cutting-edge dispute resolution environment is evident in its continuous legal reforms and the establishment of specialized zones and courts. These efforts are crucial for sustaining its status as a leading commercial hub in the Middle East, attracting global businesses seeking a reliable and efficient legal system for managing commercial disputes.

The United Arab Emirates (UAE) has established itself as a major business hub in the Middle East, partly due to its sophisticated commercial dispute resolution mechanisms. These mechanisms are designed to support a dynamic business environment and attract international investors. Table 6 shows a breakdown of the key benefits and drawbacks associated with Jordan's dispute resolution methods.

Table 6. A breakdown of the key advantages and disadvantages of dispute resolution methods in the United Arab Emirates

Advantages		
Advanced Arbitration Centers	Reputation and Reliability	The UAE hosts several well-regarded arbitration centers, including the Dubai International Arbitration Centre (DIAC) and the Abu Dhabi Commercial Conciliation and Arbitration Centre (ADCCAC). These centers are recognized for their efficient handling of disputes and adherence to international standards
	Modern Arbitration Laws	The UAE's arbitration laws are modern and modeled after the UNCITRAL Model Law, providing clear and effective guidelines for arbitration proceedings
Specialized Courts	DIFC and ADGM Courts	The Dubai International Financial Centre (DIFC) and Abu Dhabi Global Market (ADGM) courts operate independently from the UAE legal system and are based on common law, which is familiar to international businesses. These courts are particularly effective in resolving complex commercial disputes
	Expertise in Commercial Law	Judges in these courts are typically experienced international legal professionals, which enhances the quality of judicial decision-making
Pro-Investor Environment	Legal Certainty	The clear regulatory framework and the presence of specialized courts and arbitration centers provide a high degree of legal certainty for investors
	Efficiency	Procedures in the DIFC and ADGM courts are streamlined for quick resolution of disputes, which is beneficial for business operations
Disadvantages		
Complexity of the Legal System	Multiple Jurisdictions	The coexistence of local, federal, and free zone courts can lead to confusion and complexity in the legal process. Determining the appropriate jurisdiction for a dispute can be challenging
	Varied Legal Frameworks	The differences between Sharia law, which influences the federal UAE courts, and the common law systems in the DIFC and ADGM, can lead to inconsistencies in legal outcomes
Cost	Expensive Proceedings	Engaging in arbitration or litigation in the UAE, particularly in the DIFC or ADGM, can be costly. This may deter smaller businesses from pursuing formal dispute resolution
	High Legal Fees	The cost of legal counsel in the UAE is high, adding to the overall expense of dispute resolution
Enforcement of Foreign Judgments and Awards	Challenges in Enforcement	While domestic arbitral awards are generally recognized and enforced efficiently, there can be difficulties in enforcing foreign judgments and awards, especially outside the DIFC and ADGM
	Legal Uncertainty	The enforcement process can be unpredictable when it involves the integration of judgments from different legal systems within the UAE

Source: systematized by the author

The UAE's commercial dispute resolution mechanisms offer robust options for businesses, particularly through its arbitration centers and specialized courts like those in the DIFC and ADGM. These features make the UAE an attractive destination for international business and investment. However, the complexity of the legal system and the high costs associated with dispute resolution are significant barriers, particularly for smaller enterprises or those unfamiliar with the local legal landscape.

Efforts to streamline these processes and reduce costs could further enhance the UAE's competitive edge as a global business hub.

Commercial Dispute Resolution Mechanisms in Egypt. Egypt's legal system for resolving commercial disputes is rooted in its civil law tradition, influenced by French and Islamic law. The country has a comprehensive set of mechanisms aimed at effectively managing business disputes, including judicial courts, arbitration centers, and various forms of alternative dispute resolution (ADR). The Egyptian government has been making efforts to modernize these mechanisms to enhance the business environment and attract foreign investment.

The key elements of the Commercial Dispute Resolution Mechanisms in Egypt are shown in the table 7.

Table 7. The key elements of the Commercial Dispute Resolution Mechanisms in Egypt

Key elements	Description
Judicial Courts	General and Economic Courts: Egypt has a well-established system of general courts that handle civil and commercial disputes, including Courts of First Instance, Courts of Appeal, and the Court of Cassation, which is the highest court in the judicial hierarchy. Additionally, Economic Courts were established in 2008 to expedite the resolution of commercial and economic disputes. These courts are specialized to handle cases involving economic and investment matters more efficiently
	Specialized Circuits: Within these courts, there are specialized circuits for dealing with specific types of commercial disputes, such as those related to intellectual property, competition, and bankruptcy
Arbitration	Cairo Regional Centre for International Commercial Arbitration (CRCICA): The CRCICA is a leading arbitration institution in Egypt and the broader Middle East and Africa region. It administers disputes under its own rules, which are based on the UNCITRAL Arbitration Rules. The center is recognized for its neutral, efficient, and cost-effective handling of arbitration cases
	Legal Framework: Egyptian Arbitration Law No. 27 of 1994 governs arbitration in Egypt. This law is also based on the UNCITRAL Model Law and provides a supportive legal environment for arbitration, ensuring the enforcement of both domestic and international arbitral awards
Mediation and Conciliation	Growth of Mediation Services: Although mediation is less common than arbitration, there is growing interest in mediation as an alternative dispute resolution method. Various initiatives, such as the establishment of the Cairo Mediation Centre, aim to promote mediation as a quicker and less costly alternative to litigation
	Legislative Support: Recent legislative reforms have sought to strengthen the legal framework for mediation, ensuring that mediated agreements have the same enforceability as court judgments if all parties agree
Enforcement of Decisions	Recognition and Enforcement: Egypt is a signatory to the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards, which facilitates the international enforcement of arbitral awards. However, enforcement of foreign judgments in Egyptian courts can be a lengthy process that involves proving that Egyptian courts do not have jurisdiction over the dispute and that the judgments do not contradict Egyptian public policy

Source: systematized by the author

Despite these mechanisms, Egypt's dispute resolution environment faces challenges: overcrowding and procedural inefficiencies in the courts can lead to significant delays in the resolution of commercial disputes; there is a general perception of unpredictability and slowness in the judicial decision-making process, which can deter foreign investment; while there have been efforts to modernize dispute resolution processes, continuous updates and reforms are necessary to align with international best practices and enhance the overall efficiency of these mechanisms.

Egypt's framework for commercial dispute resolution is evolving, with a clear emphasis on enhancing arbitration and promoting other ADR methods. These developments are crucial for improving the business climate and making Egypt more attractive to international investors. Continued reforms and improvements in the efficiency of judicial and arbitration processes are essential for Egypt to fully capitalize on its strategic position and economic potential.

Egypt's commercial dispute resolution system offers several mechanisms tailored to handle business conflicts, each with its strengths and limitations. Understanding these can provide insights into the effectiveness and areas for improvement within Egypt's legal framework for dispute resolution. Table 8 shows a breakdown of the key benefits and drawbacks associated with Jordan's dispute resolution methods.

Table 8. A breakdown of the key advantages and disadvantages of dispute resolution methods in Egypt

Advantages		
Diverse Range of Dispute Resolution Options	Specialized Courts	Egypt's Economic Courts are specialized in handling commercial and economic disputes, which facilitates a more expert approach to complex business issues
	Established Arbitration Center	The Cairo Regional Centre for International Commercial Arbitration (CRCICA) is well-regarded internationally and provides a reliable venue for arbitration, adhering to internationally recognized rules and procedures
Legal Framework Supporting Arbitration	Alignment with International Standards	Egypt's Arbitration Law (Law No. 27 of 1994) is based on the UNCITRAL Model Law, which enhances the predictability and enforceability of arbitral awards both domestically and internationally
	Recognition of International Norms	As a signatory to the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards, Egypt demonstrates its commitment to international dispute resolution standards
Efforts Toward Legal Reforms	Legislative Support for ADR	Recent reforms aim to promote alternative dispute resolution methods, such as mediation, to provide faster and less costly dispute resolution options
	Streamlining Procedures	Initiatives to digitize and streamline court procedures are underway, aiming to reduce the backlog and speed up the resolution process in judicial courts
Disadvantages		
Judicial System Challenges	Delays and Backlogs	The judicial process in Egypt can be slow, often burdened by heavy caseloads and procedural inefficiencies, which can significantly delay the resolution of commercial disputes
	Perceived Lack of Transparency and Predictability	There are concerns about the consistency and impartiality of court rulings, which can affect the business community's trust in the judicial system
Enforcement Issues	Complex Enforcement Procedures	Despite legal provisions, the actual enforcement of both domestic and international arbitral awards can be cumbersome and time-consuming
	Challenges with Foreign Judgments	Enforcing foreign judgments in Egypt involves stringent checks, which can complicate the process for international businesses seeking resolution
Limited Use and Awareness of ADR	Underutilization of Mediation	Mediation and other forms of ADR are not as widely used or understood among the Egyptian business community, partly due to cultural preferences and a lack of robust promotional efforts
	Need for Greater Institutional Support	While there are initiatives to promote mediation, further institutional support and public awareness campaigns are necessary to enhance its credibility and usage

Source: systematized by the author

Egypt's commercial dispute resolution mechanisms offer comprehensive legal tools designed to handle a wide range of business disputes effectively. The presence of specialized courts and a solid arbitration framework are significant advantages. However, challenges like judicial delays, enforcement difficulties, and the underutilization of ADR methods highlight areas where continued reforms and improvements are crucial. Enhancing these aspects could significantly improve the efficiency of dispute resolution in Egypt and strengthen its appeal as a favorable business environment in the region.

Common features and differences in commercial dispute resolution mechanisms in Jordan, Saudi Arabia, the United Arab Emirates and Egypt. Commercial dispute resolution mechanisms in Jordan, Saudi Arabia, the United Arab Emirates (UAE) and Egypt share several common features due to the influence of Islamic law and regional business practices. However, different national legal frameworks and economic policies also create significant differences tailored to each country's specific needs and strategic objectives. Table 9 shows the results of a comparative analysis of common features and differences in commercial dispute resolution mechanisms in Jordan, Saudi Arabia, the United Arab Emirates, and Egypt.

While there are fundamental similarities in the commercial dispute resolution frameworks of Jordan, Saudi Arabia, the UAE, and Egypt, primarily due to their shared legal heritage, there are distinct differences shaped by each country's specific legal, economic, and strategic contexts. These differences are particularly evident in the efficiency of judicial processes, the prominence and use of arbitration centers, the adoption of ADR, and the enforcement of legal decisions. Understanding these nuances is crucial for businesses operating within these jurisdictions and for policymakers aiming to reform and enhance their dispute resolution environments.

Discussion. The exploration of commercial dispute resolution mechanisms in Jordan compared with other Middle Eastern countries like Saudi Arabia, the United Arab Emirates (UAE), and Egypt reveals a region marked by both shared challenges and distinctive approaches shaped by differing legal, economic, and cultural landscapes. This discussion delves into the intricacies of these systems, examining how each country's unique historical and socio-political context influences the effectiveness and adoption of various dispute resolution methods.

Common Regional Trends. Across the region, there is a noticeable trend toward modernizing and improving the efficiency of dispute resolution mechanisms. This is evident in the adoption of international arbitration norms and the establishment of specialized commercial courts aimed at enhancing investor confidence and compliance with international business standards. Countries like the UAE and Saudi Arabia have made significant strides in developing arbitration centers that adhere to international best practices, reflecting a broader regional ambition to position themselves as global arbitration hubs.

Table 9. Common features and differences in commercial dispute resolution mechanisms in Jordan, Saudi Arabia, the United Arab Emirates and Egypt

Common Features		Differences	
Legal Frameworks Influenced by Sharia Law	All four countries have legal systems that are influenced to varying degrees by Islamic Sharia law, which impacts how commercial laws are interpreted and applied	Judicial Structure and Efficiency	Jordan and Egypt both have traditional court systems that can be slow and are sometimes perceived as lacking transparency. Saudi Arabia has made recent reforms to its judiciary, emphasizing the efficiency and specialization of its commercial courts as part of Vision 2030. The UAE offers a unique dual judicial system, with Sharia-influenced local courts and separate common law-based systems in the DIFC and ADGM, offering faster dispute resolution for international businesses
Use of Arbitration and International Standards	Jordan, Saudi Arabia, the UAE, and Egypt have modern arbitration laws influenced by the UNCITRAL Model Law, reflecting a regional commitment to align with international dispute resolution standards	Arbitration Centers and Usage	Jordan has a relatively less prominent international arbitration profile compared to the other countries. Saudi Arabia's SCCA and Egypt's CRCICA are prominent arbitration centers with strong regional influence. The UAE stands out with multiple arbitration centers, including DIAC, ADCCAC, as well as DIFC and ADGM arbitration facilities, making it a hub for international arbitration
Specialized Commercial Courts	Each country has established specialized courts to handle commercial disputes efficiently, employing judges with specific expertise in commercial law	Adoption and Promotion of ADR Methods	Egypt and Jordan are progressively working to promote mediation and other ADR methods, but these are still underutilized compared to arbitration. Saudi Arabia and the UAE are actively promoting and integrating ADR methods, especially mediation, into their legal systems, with substantial institutional support and regulatory frameworks
Recognition of International Treaties	All four countries are signatories to the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards, facilitating the cross-border enforcement of arbitral decisions	Enforcement of Decisions	Enforcement mechanisms vary significantly, with the UAE (especially in the DIFC and ADGM) providing the most streamlined and reliable enforcement for both local and international judgments and arbitral awards. Saudi Arabia has improved its enforcement mechanisms as part of broader economic reforms. Jordan and Egypt face challenges with enforcement efficiency, though both are working on reforms to improve their systems

Source: systematized by the author

Innovations and Modernizations:

- Saudi Arabia has recently undergone substantial reforms under its Vision 2030 initiative, which include the creation of specialized commercial courts and the enhancement of procedural efficiencies in its legal systems. These reforms are designed to streamline commercial dispute resolutions and are indicative of a broader shift toward economic diversification and modernization;

- The UAE distinguishes itself with a dual judicial system that integrates both local and English common law frameworks, especially within its free zones like DIFC and ADGM. These jurisdictions offer arbitration and mediation services that operate according to international standards, attracting foreign businesses with their promise of a familiar and reliable legal environment.

Challenges and Adaptations. Despite these advancements, the region faces inherent challenges that affect the efficacy of dispute resolution mechanisms:

- *Enforcement Issues:* Across all these countries, particularly in Egypt and Jordan, the enforcement of arbitration awards and court decisions remains a significant challenge. This issue stems partly from bureaucratic delays and the lack of sufficient training among judiciary members on the complexities of modern commercial disputes;
- *Cultural Preferences:* There is a strong cultural preference for litigation over newer forms of dispute resolution such as mediation and arbitration in many parts of the region. In countries like Jordan and Egypt, efforts to promote ADR mechanisms have been met with varying degrees of resistance, reflecting a broader hesitation towards adopting practices that deviate from traditional judicial processes;
- *Economic and Political Stability:* The political climate in Egypt has historically affected its legal system's stability, which in turn impacts the predictability and reliability of dispute resolution outcomes. Political fluctuations can undermine the effectiveness of legal reforms and influence the impartiality and efficiency of judicial proceedings.

Strategic Implications for Policy and Practice. Given these observations, several strategic implications arise for policymakers and practitioners in the region:

- *Continued Legal Reforms:* there is a critical need for ongoing legal reforms that not only focus on adopting international arbitration practices but also on improving court efficiencies and enforcement mechanisms. Such reforms should include the training of legal professionals and the promotion of ADR methods through public awareness campaigns;
- *Enhancing Judicial Cooperation:* to address enforcement issues, there is a need for enhanced cooperation between judicial systems within the region, particularly in recognizing and enforcing foreign arbitral awards and court decisions.
- *Tailored ADR Approaches:* recognizing cultural nuances and adapting ADR mechanisms to fit local contexts may help increase their acceptance. This could involve integrating traditional dispute resolution elements that are culturally resonant within modern arbitration and mediation frameworks.

Conclusions. This comparative analysis of commercial dispute resolution mechanisms in Jordan, Saudi Arabia, the United Arab Emirates (UAE), and Egypt reveals a complex landscape shaped by both shared influences and distinct national characteristics. Each country has developed its legal framework to manage commercial disputes effectively, incorporating international norms and practices to varying extents, which reflects their commitment to maintaining a robust business environment. Here are the key conclusions drawn from the study:

1. *Common Legal Foundations and Divergent Practices*. All four countries share a foundation in Islamic Sharia law, which influences their commercial legal practices. However, they diverge significantly in how they have integrated these traditional practices with modern needs and international standards. This is most evident in the UAE's adoption of a dual legal system and Saudi Arabia's extensive judicial reforms under Vision 2030.

2. *Advancements in Arbitration*. There is a clear trend towards favoring arbitration over traditional litigation across the region. The UAE, Saudi Arabia, and Egypt have established significant arbitration centers that are recognized internationally, which enhances their global commercial competitiveness. Jordan, while smaller in scale, has also aligned its arbitration laws with international standards, ensuring a favorable environment for dispute resolution.

3. *Challenges in Enforcement and Judicial Efficiency*. Despite advancements, enforcement of arbitral awards and court decisions remains a challenge, particularly in Jordan and Egypt where judicial processes can be slow and bureaucratic. Saudi Arabia and the UAE have made more substantial progress in this area, with the UAE in particular leading in enforcement efficiency, especially in its free zones.

4. *Growing Role of ADR*. Alternative dispute resolution methods, particularly mediation, are gaining traction as cost-effective and less adversarial options. While still underutilized in some countries like Egypt and Jordan, there is growing institutional support to promote these methods, reflecting a broader trend towards enhancing the efficiency of commercial dispute resolution.

5. *Implications for International Business and Investment*. *For* international businesses and investors, understanding the specific dispute resolution mechanisms available in these countries is crucial. The UAE and Saudi Arabia offer more sophisticated, albeit sometimes costly, environments for dispute resolution, with particular appeal to international entities. Jordan and Egypt provide opportunities as well, particularly with ongoing reforms aimed at improving their legal landscapes.

As the Middle East continues to attract international business and investment, ongoing reforms and improvements in commercial dispute resolution mechanisms will be essential. Enhancing judicial efficiency, broadening the adoption of ADR, and ensuring the enforcement of decisions are critical areas that require continuous attention. Moreover, increasing the transparency and predictability of these systems will further strengthen the region's position as a secure and attractive business destination.

References:

1. Al-Zoubi, T., & Al Tal, R. (2018). Effectiveness of Arbitration as a Method of Dispute Resolution in Jordan. Journal of Middle Eastern Law, 12(1), 34-52.
2. Qasim, L. (2020). Mediation in Jordan: Challenges and Prospects. Amman University Law Review, 15(2), 78-96.
3. Al-Dakheel, K. (2019). Saudi Arabia’s Legal Reforms and International Arbitration. Riyadh Business Law Quarterly, 7(1), 45-60.
4. Al-Rashood, T. (2021). The State of Commercial Courts in Saudi Arabia Post-Vision 2030. Journal of Saudi Legal Studies, 22(1), 112-134.
5. Al-Mulla, A. (2020). Arbitration in the UAE: Evolution and Future Challenges. Emirates Law Review, 18(3), 240-258.
6. Mansoor, I. (2019). Enforcement of Arbitral Awards in the UAE: Issues and Perspectives. Dubai Judicial Review, 24(2), 150-175.

7. Salem, O. (2021). Judicial Reforms in Egypt: Assessing the Impact on Business Disputes. Cairo Law Journal, 25(1), 88-107.
8. Hassan, F. (2022). The Role of Arbitration Centers in Improving Egypt's Business Environment. Egyptian Journal of Commercial Law, 30(4), 318-337.
9. Moustafa, K. (2020). Analysis of ADR Practices in Jordanian Business Disputes. Middle East Law and Governance, 12(2), 150-170.
10. Nader, L. (2019). Commercial Litigation in Saudi Courts: An Empirical Overview. Jeddah Legal Journal, 14(1), 92-115.
11. Sadiq, S. & Abdullah, Z. (2018). Impact of Legal Reforms on the Arbitration Landscape in the UAE. Abu Dhabi Legal Review, 6(1), 55-77.
12. Tarek, M., & Hussein, A. (2021). The Expansion of Economic Courts in Egypt: A New Era for Business Disputes? Law and Business Review of the Middle East, 17(4), 401-423.
13. Barakat, H. (2022). Mediation as a Growing Trend in UAE's Legal Framework. UAE Law Times, 5(3), 204-218.
14. Khoury, S. A. (2020). The Practice of Mediation in Jordan: Prospects and Challenges. Jordan Journal of Law and Politics, 9(2), 245-262.
15. Al-Mansoori, H. (2019). Enforcement Challenges for Foreign Arbitral Awards in Saudi Arabia. Saudi Law Quarterly, 13(3), 288-305.
16. Ghandour, A. (2018). Economic Courts and Business Dispute Resolution in Egypt. Egyptian Economic Review, 10(2), 113-130.
17. Al-Sharif, M. J. (2021). Judicial System Reforms in the UAE: Assessing Impact on Commercial Disputes. Emirates Judicial Studies Journal, 23(1), 56-84.
18. Aziz, J. (2019). Jordan's Arbitration Law and Its Alignment with International Practices. Amman Arbitration Review, 7(1), 42-59.
19. Farouk, B. (2022). Challenges in the Enforcement of Arbitration Awards in Egypt. Cairo Arbitration Journal, 16(1), 22-45.
20. Al-Rawi, K. (2021). Saudi Arabia's Commercial Courts: Towards a Modern Legal Framework. Riyadh Business Law Review, 10(2), 134-158.
21. Abdul, G. (2020). Understanding ADR in Jordanian Corporate Law. Middle East Business Law Review, 8(3), 199-215.
22. Zayed, F. (2021). The Evolution of Arbitration in the UAE. Dubai Law Review, 18(1), 77-94.
23. Mahmoud, R. (2020). The Legal Landscape of Mediation in Egypt: Progress and Challenges. Alexandria Law Journal, 22(2), 109-124.
24. Al-Farsi, M. (2022). Innovations in UAE's Arbitration Practices. UAE Journal of Business Law, 15(1), 37-52.
25. Omari, T. (2018). Judicial Reforms and Economic Development in Egypt. Middle East Law and Economics Review, 12(4), 221-237.
26. Essam, A. (2019). Recent Trends in Saudi Commercial Dispute Resolution. Mecca Legal Journal, 11(2), 140-160.
27. Naseem, K. (2021). Mediation and Its Discontents in the UAE. Abu Dhabi Case Law Journal, 13(1), 95-117.
28. Salim, H. (2020). Commercial Law Reforms in Jordan. Jordan Legal Review, 20(2), 84-101.
29. Al-Khater, L. (2021). The Changing Face of Arbitration in Saudi Arabia. Jeddah Arbitration Review, 9(3), 274-290.
30. Saleh, N. (2022). Strategic Reforms in Egyptian Arbitration. Law of the Nile Review, 24(1), 30-49.
31. Al-Salem, D. (2021). Litigation vs. Arbitration in Jordan: An Empirical Analysis. Jordan Law Quarterly, 14(3), 172-190.
32. Fahmi, H. (2021). The Future of Business Dispute Resolution in Egypt. Cairo Commercial Law Review, 25(1), 1-23.
33. Al-Ghamdi, M. (2020). Adapting to New Legal Realities in Saudi Commercial Courts. Kingdom Law Review, 12(2), 134-150.
34. Nassar, M. (2019). UAE and the Adaptation of International Arbitration Practices. UAE International Law Journal, 10(1), 50-68.
35. Khalifa, S. (2020). Impact of Legal Infrastructure on Business Operations in the Middle East. Middle East Business and Law Review, 17(1), 92-110.

FEATURES OF INTELLECTUAL PROPERTY PROTECTION IN POLAND

Volodymyr Marchenko[1], Alla Dombrovska[2]

[1]*Doctor of Science (Law), Professor, Department of State and Legal Disciplines, Criminal Law and Procedure, Grigory Skovoroda Kharkiv National Pedagogical University, Kharkiv, Ukraine, Scientific Center of Innovative Research, Pussi, Estonia, e-mail: marchenko2210@gmail.com, ORCID: https://orcid.org/0000-0003-1921-3041*

[2]*Ph.D. (Law), Associate Professor, O.M. Beketov National University of Urban Economy in Kharkiv, Kharkiv, Ukraine, WSHIU Akademia Nauk Stosowanych, Poznan, Poland, e-mail: dombrovskalla@gmail.com, ORCID: https://orcid.org/0000-0003-4610-8220*

Citation:
Marchenko, V., & Dombrovska, A. (2024). FEATURES OF INTELLECTUAL PROPERTY PROTECTION IN POLAND. *Public Administration and Law Review*, (2(18), 67–76. https://doi.org/10.36690/2674-5216-2024-2-67-76

Received: May 16, 2024
Approved: June 24, 2024
Published: June 30, 2024

Abstract. *In today's interconnected global economy, the protection of intellectual property (IP) is crucial for fostering innovation and securing the economic interests of creators and inventors. As Poland continues to develop within Europe's dynamic market, understanding its IP protection mechanisms is essential for both domestic and international stakeholders. This article aims to provide a comprehensive analysis of the multifaceted features of intellectual property protection in Poland, assessing its legal underpinnings, recent reforms, and broader economic and cultural impacts. Employing a diverse research methodology, this study combines a detailed literature review, documentary analysis, and comparative studies. The literature review examines existing Polish IP laws, scholarly articles, and international treaties, while the documentary analysis includes reports from Polish governmental agencies and reviews of judicial decisions shaping IP enforcement in Poland. The research highlights Poland's robust legal framework aligned with EU standards, yet points to challenges in enforcement, particularly regarding digital piracy and judicial inefficiencies. Solutions such as specialized IP courts and enhanced online IP enforcement mechanisms are discussed. The role of various governmental and non-governmental bodies in raising public awareness and facilitating IP education is also emphasized as crucial for improving the overall IP protection landscape. The article suggests that while Poland has established a solid foundation for IP protection, continuous adaptation and improvement are necessary to address emerging challenges effectively. To improve the legal frameworks, invest in technology-driven enforcement tools, and foster a culture of respect for intellectual property among the public. These measures will protect creators' rights and strengthen Poland's reputation as a hub for innovation and creativity within the European Union.*

Keywords: *intellectual property protection; Poland; digital piracy; legal framework; judicial processes in IP; public awareness of IP rights; technological advancements in IP enforcement.*

JEL Classification: F12, K15, K24

Formulas: 0; fig.: 1; table: 1; bibl.: 15

Introduction. In an increasingly interconnected world, the protection of intellectual property (IP) stands as a crucial pillar for fostering innovation and securing the economic interests of creators and inventors. Poland, with its strategic location in Europe and a rapidly growing economy, has developed a comprehensive legal framework to safeguard intellectual assets ranging from artistic works to technological inventions. This article delves into the multifaceted features of intellectual property protection in Poland, exploring its legal underpinnings, recent reforms, and the implications for domestic and international stakeholders. Through an examination of Poland’s adherence to global IP standards, and its unique challenges and solutions, we aim to provide a thorough understanding of the Polish IP landscape. This exploration not only highlights the legal mechanisms in place but also considers the broader economic and cultural contexts that influence and shape IP enforcement and protection in Poland.

Literature review. Intellectual property (IP) protection in Poland is a vital area of legal and economic development, reflecting the country's commitment to safeguarding innovation and creativity. This literature review synthesizes key findings from various studies and articles addressing the features and effectiveness of intellectual property protection in Poland.

Poland's intellectual property laws have evolved significantly to align with European Union standards and international treaties. The legislative framework encompasses various forms of IP, including patents, trademarks, and copyrights, ensuring comprehensive protection mechanisms. For instance, the "Legislative Framework for Academic Intellectual Property Policy in the United States, United Kingdom, Germany, and Poland" by Salamonowicz (2020) explores the alignment and comparative effectiveness of these frameworks in protecting academic IP (Salamonowicz, 2020).

The role of intellectual property in fostering economic growth and innovation is well-documented. Weresa (2010) in "Intellectual property rights and competitiveness: evidence from Poland" highlights the positive correlation between robust IP protection and increased economic activity. This study underscores how effective IP regimes can enhance competitiveness and innovation in the Polish economy (Weresa, 2010).

Despite a strong legislative framework, enforcement remains a challenge. The article "Protection of intellectual property rights in the European Union: The role of customs authorities on the example of Poland" by Czermińska (2020) discusses the role of customs authorities in preventing IP infringements and the practical difficulties encountered in enforcement (Czermińska, 2020). Furthermore, issues related to the judicial process and the efficiency of legal remedies are critical in ensuring the effectiveness of IP protection.

Public awareness and understanding of intellectual property rights are crucial for effective protection. Tomczyk's (2018) study "Protection of Intellectual Property Rights in Poland from the perspective of Polish youth" emphasizes the need for education and awareness programs to foster a culture of respect for IP among young internet users (Tomczyk, 2018).

The commercialization of intellectual property and technology transfer is another vital aspect. Jarzynowski (2020) in "Technology transfer in Poland: overview" examines the mechanisms and policies supporting technology transfer and the commercialization of IP in Poland. This study highlights the successes and challenges in translating IP into marketable products and services (Jarzynowski, 2020).

Comparative studies and international collaborations provide valuable insights into improving national IP systems. The article "United States-Poland Economic Treaty: A Blueprint for Intellectual Property Reform in Eastern Europe and the Developing World" by Boylan (1990) suggests that bilateral treaties can serve as blueprints for enhancing IP laws in Poland and other developing regions (Boylan, 1990).

Aims. The primary aim of this article is to comprehensively analyze the features of intellectual property protection in Poland, providing an in-depth understanding of its current legal framework, enforcement mechanisms, and the effectiveness of these measures in the global intellectual property landscape.

The main objectives of this articke are:

– *to outline the legal framework* - describe the existing laws and regulations governing intellectual property in Poland, including the historical development and recent legislative changes;

– *to examine enforcement mechanisms* - investigate how intellectual property rights are enforced in Poland, focusing on judicial processes, administrative measures, and the roles of various governmental and non-governmental bodies.

– *to identify challenges and solutions* - identify the major challenges faced by Poland in the realm of intellectual property protection and discuss innovative solutions and best practices that have been adopted to overcome these challenges.

– *to provide comparative perspectives* - offer a comparative analysis with other countries to highlight unique features of the Polish intellectual property system and what lessons can be learned from the experiences of other jurisdictions.

Through these objectives, the article aims to provide valuable insights for policymakers, legal experts, and businesses, both within and outside of Poland, concerning the dynamics of intellectual property protection in a key European country.

Methodology. This article employs a multifaceted research methodology to explore the features of intellectual property protection in Poland. The approach integrates legal analysis and comparative studies to offer a comprehensive understanding of the Polish IP regime. Through this methodological approach, the article aims to provide a detailed, accurate, and nuanced picture of intellectual property protection in Poland, addressing both the legislative framework and its practical implications. This robust methodology ensures that the findings are well-supported and relevant to stakeholders interested in the dynamics of IP protection.

Results. In Poland, the enforcement of intellectual property (IP) rights integrates judicial, administrative, and collaborative efforts between various governmental and non-governmental bodies. This multi-faceted approach ensures that IP laws are adhered to and that rights holders are adequately protected under Polish and international law. Below, we delve into each aspect of this enforcement framework.

Judicial Processes. The judicial enforcement of IP rights in Poland primarily involves the civil and criminal court systems. Civil litigation is the most common route for resolving IP disputes, particularly for cases involving infringement of copyrights, trademarks, and patents:

- *Civil litigation* - IP rights holders can file claims in the regional courts, depending on the nature and severity of the infringement. These courts handle matters such as compensatory damages, injunctions to stop further infringement, and the destruction of infringing goods. Notably, the Polish legal system allows for the awarding of statutory damages, which can be particularly effective in copyright infringement cases where actual damages might be hard to quantify.
- *Criminal prosecution* - in more severe cases, such as those involving counterfeit goods or large-scale piracy, criminal proceedings can be initiated. The Polish Criminal Code provides for penalties including fines, imprisonment, and the forfeiture of illegal items. These measures are particularly important for deterring widespread commercial infringement.

Administrative Measures. Several government agencies play critical roles in the administrative enforcement of IP rights in Poland:

- *The patent office of the Republic of Poland (URP)* - this office is central to the administration of IP rights, handling the registration of patents, trademarks, and designs. It also provides preliminary assessment and mediation in disputes before they potentially escalate to court proceedings.
- *Customs and border protection:* the Customs Service plays a pivotal role in enforcing IP rights at Poland's borders. They have the authority to detain and seize counterfeit goods entering or leaving the country. This agency works under regulations set forth by the EU, which allow for ex officio action, where customs officials can act without a formal complaint from the rights holder.

Roles of governmental and non-governmental bodies. Beyond the courts and administrative agencies, other entities also contribute to the enforcement of IP rights:

- *Governmental Advisory Bodies* - bodies like the Copyright Commission, which operates under the Ministry of Culture and National Heritage, advise on policy and coordinate efforts across various sectors to enhance IP rights protection.
- *Non-governmental organizations (NGOs)* - NGOs such as the Polish Anti-Counterfeiting Association play a significant role in raising awareness, educating the public and businesses about IP rights, and lobbying for stronger protections. They also facilitate cooperation between businesses and law enforcement agencies.
- *Professional associations* - organizations like the Polish Chamber of Patent Attorneys provide support and advocacy for IP professionals, and also offer mediation and dispute resolution services that can precede or circumvent more formal legal actions.

The enforcement of intellectual property rights in Poland is characterized by a robust legal framework and the active involvement of various judicial, administrative, and independent bodies. This comprehensive approach not only aids in the direct enforcement of laws but also supports the development of a broader respect for intellectual property within the Polish economy and culture. As Poland continues to integrate further into the global market, ongoing adjustments and enhancements to this framework will be vital to meet both domestic needs and international expectations.

Challenges and Solutions in Intellectual Property Protection in Poland. Intellectual property (IP) protection in Poland faces several challenges, each with significant implications for creators, innovators, and the broader economy. Addressing these challenges requires a nuanced approach, combining legislative reform, improved enforcement mechanisms, and enhanced public awareness. We explore some of the primary challenges and the solutions being implemented or proposed to strengthen IP protection in Poland (Table 1).

Table 1. The primary challenges and the solutions being implemented or proposed to strengthen IP protection in Poland

	Name	Description
Challenges	Inadequate Public Awareness	One of the fundamental challenges is the lack of awareness about IP rights among the general public and small businesses. This lack of knowledge can lead to unintentional infringements and a diminished respect for the IP rights of others
	Digital Piracy	With the increasing digitization of content, digital piracy has become more prevalent. The ease of accessing and distributing pirated content online poses a significant challenge to the enforcement of copyright laws
	Judicial Inefficiencies	The judicial process for resolving IP disputes in Poland can be slow and cumbersome. Lengthy proceedings and inconsistent rulings can discourage rights holders from pursuing legal action and can diminish the overall effectiveness of the legal system in deterring infringement
	Border Control Limitations	Although there are measures in place for customs authorities to detain and seize counterfeit goods, the sheer volume of goods, especially through online transactions, makes it difficult to effectively control IP violations at the borders
	Lack of Coordination Among Agencies	There is often a lack of efficient coordination among various governmental bodies involved in IP enforcement. This can lead to gaps in enforcement and inconsistencies in how IP laws are applied
Solutions	Enhancing Public Education	Increasing efforts to educate the public and business owners about the importance of IP rights could foster greater respect and compliance. Initiatives could include educational campaigns, workshops, and the inclusion of IP rights education in school curricula
	Strengthening Online Enforcement	To combat digital piracy, Poland can enhance cooperation with internet service providers (ISPs) and international bodies. Implementing more stringent online monitoring systems and promoting the use of legal digital platforms can also reduce the prevalence of piracy
	Streamlining Judicial Processes	Reforms aimed at making the judicial process more efficient and consistent could improve the enforcement landscape. This could involve specialized training for judges in IP law, the creation of dedicated IP courts, or the introduction of faster, alternative dispute resolution mechanisms such as arbitration and mediation
	Enhancing Border Controls	Improving the capabilities of customs authorities through better technology and increased training can enhance the detection and seizure of counterfeit goods. Implementing more rigorous checks on e-commerce shipments and fostering international cooperation on border control can also be effective
	Improving Interagency Coordination	Establishing a centralized coordination body for IP enforcement could lead to more consistent and effective enforcement. This body would oversee the actions of various agencies and ensure that efforts are unified and aligned with national and international IP protection standards

Source: systematized by the author

While Poland has made significant strides in improving its IP protection framework, ongoing challenges necessitate continuous improvement. Addressing these issues not only protects the rights of individual creators and industries but also enhances Poland's attractiveness as a destination for innovation and creative talent. The proposed solutions require concerted efforts from governmental bodies, private sectors, and the general public to create a robust IP environment that can adapt to the evolving digital landscape.

To bolster the protection of intellectual property (IP) in Poland, further actions can be taken across various dimensions – legal, technological, and educational. These actions aim to enhance the current framework, address emerging challenges, and align Poland's IP protection with best practices observed in other advanced jurisdictions.

Based on the results of the research, the main directions of further actions regarding the protection of intellectual property in Poland were systematized here:

1. Legal reforms:

- *Update IP legislation* - regularly update and refine IP laws to keep pace with technological advancements and new types of intellectual creations, ensuring that all forms of IP are adequately protected under Polish law.
- *Specialized IP courts* - establish specialized courts or judicial panels focused exclusively on IP matters to ensure that cases are handled by experts, thus improving the consistency and speed of legal proceedings.
- *Streamline procedures* - simplify and expedite the procedures for IP registration and dispute resolution to make them more user-friendly and less time-consuming for rights holders.

2. Enforcement enhancements:

– *Strengthen online IP enforcement* - develop and implement more robust mechanisms for monitoring and enforcing IP rights online. This includes partnerships with internet service providers (ISPs) and platforms to swiftly address infringements.
– *Cross-border cooperation* - enhance cooperation with IP enforcement agencies in other countries and participate in international efforts to combat IP theft, especially in digital contexts.
– *Increase resources for enforcement bodies* - allocate more resources to authorities like the Polish Patent Office and customs officials to improve their capacity to detect and act against IP infringements.

3. Technological integration:

– *Use of advanced technologies* - implement advanced technologies such as blockchain and artificial intelligence to track IP registrations and transactions securely and transparently.
– *Digital platforms for IP management* - develop state-of-the-art digital platforms that allow for easier management and monitoring of IP rights, making the system accessible and efficient for all users.

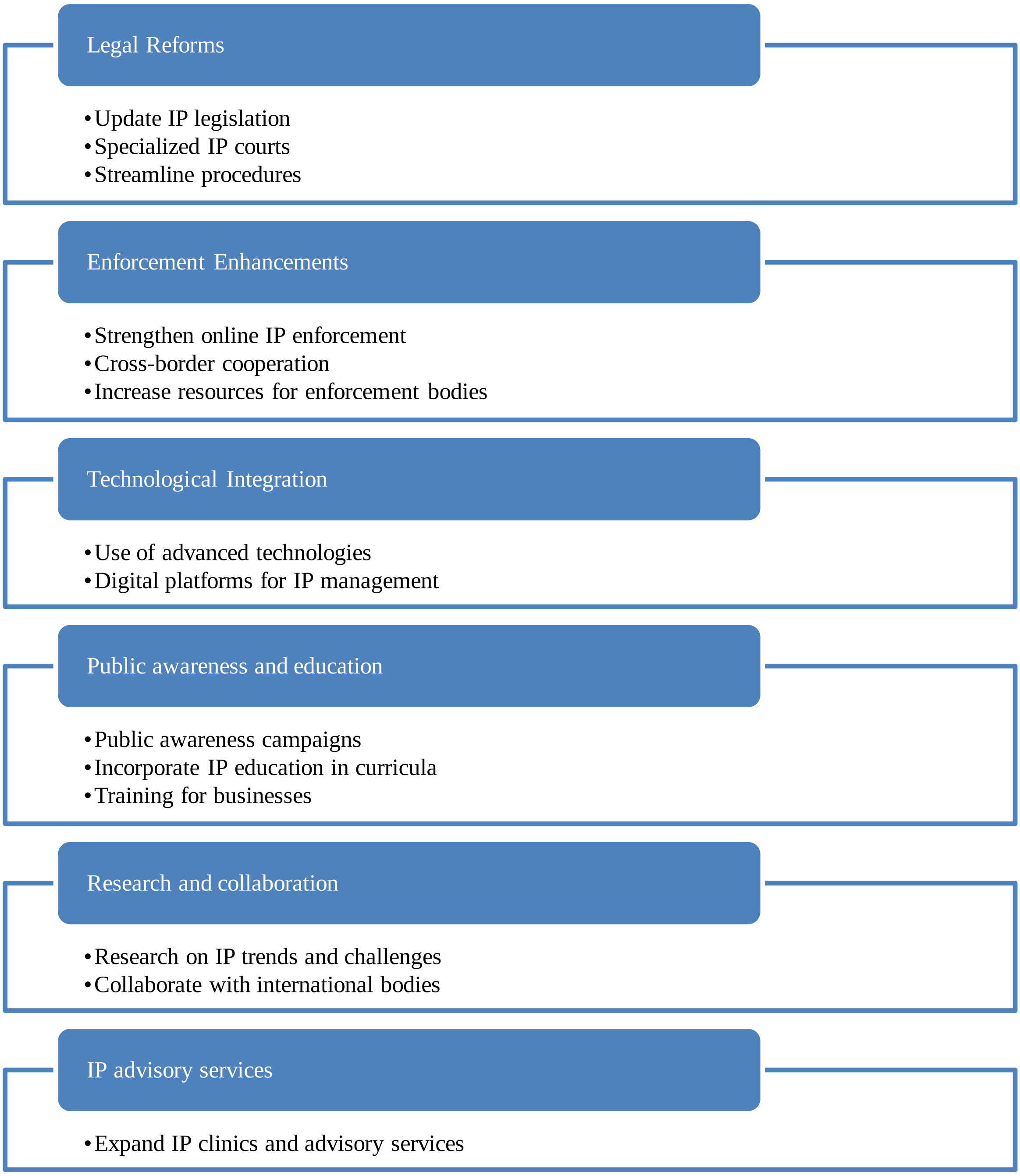

Figure 1. The main directions of further actions regarding the protection of intellectual property in Poland

Source: systematized by the authors

4. Public awareness and education:

- *Public awareness campaigns* - launch comprehensive national campaigns to educate the public about the importance of IP rights and the implications of infringement on economic and creative activities.
- *Incorporate IP education in curricula* - integrate IP education into school and university curricula to build awareness from an early age, fostering a culture of respect for intellectual property.
- *Training for businesses* - provide specialized training programs for small and medium enterprises (SMEs) on how to protect and leverage their IP assets effectively.

5. Research and collaboration:

- *Research on IP trends and challenges* - support research initiatives that monitor global and regional trends in IP, helping to inform policy and adapt strategies accordingly.
- *Collaborate with international bodies* - increase collaboration with international IP organizations to gain insights and support for enhancing Poland's IP framework.

6. IP advisory services

- *Expand IP clinics and advisory services* - establish more IP clinics and advisory services that offer free or low-cost guidance to inventors and creators, particularly targeting startups and individual entrepreneurs.

These further actions aim to create a robust and dynamic IP protection environment in Poland. By addressing legal, technological, and educational aspects, Poland can better safeguard its intellectual assets, promote innovation, and enhance its competitiveness on the global stage. Each step will require collaboration among government bodies, the private sector, and educational institutions to ensure a cohesive and effective approach to IP protection.

Discussion. The examination of the features of intellectual property (IP) protection in Poland reveals a complex landscape shaped by evolving legal frameworks, enforcement challenges, and the impact of technological advancements. This discussion synthesizes the findings from various sections of the article, highlighting key insights, implications, and potential pathways for enhancing the IP protection regime in Poland.

Legal and Regulatory Framework. Poland's commitment to protecting intellectual property is evident in its comprehensive legal and regulatory framework, which aligns with European Union standards and international agreements. The country has made significant strides in updating its IP laws to accommodate new types of intellectual creations and digital innovations. However, the analysis suggests that there is an ongoing need for refinement and adaptation of these laws to address emerging challenges effectively. For instance, the rapid pace of technological change often outstrips the current legal provisions, necessitating more agile legislative processes.

Enforcement Mechanisms. Enforcement remains a critical area of concern in Poland's IP protection landscape. While there are robust mechanisms in place, several issues undermine their effectiveness, including judicial delays, resource constraints, and the complexities of dealing with online infringements. The establishment of specialized IP courts or tribunals could potentially address these issues by ensuring more expert and expedient handling of IP disputes. Moreover, enhancing cross-border cooperation and leveraging technology for enforcement, particularly in combating digital piracy and counterfeit goods, could significantly improve outcomes.

Role of Governmental and Non-Governmental Bodies. The roles of various governmental and non-governmental organizations have been pivotal in both the enforcement and education regarding IP rights. Initiatives to increase public awareness and understanding are crucial, as they foster a culture of respect for intellectual property. Continued investment in these initiatives, coupled with targeted educational programs for businesses, especially SMEs, can increase compliance and reduce infringements.

Looking forward, Poland faces both challenges and opportunities in the realm of IP protection. The ongoing digital transformation globally necessitates a forward-looking approach to IP law and enforcement. Poland could benefit from increased investment in technology-driven enforcement tools, such as AI and blockchain, to track and manage IP rights more effectively. Additionally, fostering a stronger collaborative environment among EU countries could help in sharing best practices and technologies.

While Poland has made commendable progress in establishing a solid IP protection framework, continuous efforts are needed to address existing shortcomings and prepare for future challenges. Strengthening legal frameworks, enhancing enforcement mechanisms, investing in public awareness, and embracing technological solutions are imperative steps towards a more robust IP protection regime. These efforts will not only safeguard creators' rights but also bolster Poland's innovation ecosystem and economic competitiveness on the global stage.

Conclusion. The comprehensive exploration of intellectual property (IP) protection in Poland has illuminated a landscape marked by robust legal frameworks, evolving enforcement strategies, and significant areas for development. As Poland further integrates into the global and digital economy, the need to enhance IP protection emerges as both a legal imperative and a cornerstone of economic and cultural prosperity.

Poland’s adherence to EU directives and international treaties forms a strong foundation for IP rights protection, but the analysis highlights several challenges. These include the need for more efficient judicial processes, stronger measures against digital piracy, and improved public awareness about IP rights. Addressing these challenges requires a concerted effort from the government, judiciary, businesses, and educational institutions.

The comparative analysis with other EU countries, like Estonia, provides valuable lessons on different approaches to IP protection and enforcement. These insights underscore the importance of adapting to specific national contexts while striving to meet international standards, offering a roadmap for Poland to enhance its IP enforcement strategies and public education efforts.

Looking forward, Poland stands at a pivotal juncture where strategic enhancements in IP protection could significantly boost its innovation ecosystem. By streamlining legal processes, leveraging technology in enforcement, and fostering a culture of IP respect and compliance, Poland can enhance its position as a leader in innovation and creative industries within the European Union.

This article has not only provided a detailed overview of the current state of IP protection in Poland but also identified key challenges and proposed actionable solutions. As Poland continues to refine its IP protection strategies, it is well-positioned to create a more secure and dynamic environment for creators, innovators, and investors, ultimately contributing to the nation's growth and competitiveness on the international stage.

Author contributions. The authors contributed equally.
Disclosure statement. The authors do not have any conflict of interest.

References:

1. Alshunnaq, M. F., Alsabbagh, R. . B. I., & Alazzam, F. A. F. (2021). LEGAL PROTECTION OF INTELLECTUAL PROPERTY RIGHTS UNDER JORDANIAN LEGISLATION AND INTERNATIONAL AGREEMENTS. *Public Administration and Law Review*, (3), 18–32. https://doi.org/10.36690/2674-5216-2021-3-18.
2. Al Azzam, F. A. F., & Alshunnaq, M. F. N. (2019). The Nature of E Companies and Their Legal Regulations. *International Journal of Business and Social Science*, *10*(7).
3. Alazzam, F. A. F., Shakhatreh, H. J. M., Gharaibeh, Z. I. Y., Didiuk, I., & Sylkin, O. (2023). Developing an information model for E-Commerce platforms: A study on modern socio-economic systems in the context of global digitalization and legal compliance. *Ingénierie des Systèmes d'Information*, *28*(4), 969-974.
4. Boylan, S. P. (1990). United States-Poland Economic Treaty: A Blueprint for Intellectual Property Reform in Eastern Europe and the Developing World. *Fla. J. Int'l L.*, 6, HeinOnline.
5. Czermińska, M. (2020). Protection of intellectual property rights in the European Union: The role of customs authorities on the example of Poland. *International Entrepreneurship Review*, 2020, ier.uek.krakow.pl.
6. Dombrovska, A. (2021). Blockchain and intellectual property. *In International Conference on economics, accounting and finance.* Retrieved from: https://conf.scnchub.com/index.php/ICEAF/ICEAF-2021/paper/view/300
7. Dombrovska, A. (2022). Legal Nature of NFT: Intellectual Property or Virtual Assets? *In International Conference on Corporation Management*. Retrieved from: https://conf.scnchub.com/index.php/ICCM/ICCM-2022/paper/view/352
8. Jarzynowski, M. (2020). Technology transfer in Poland: overview. *Technology Transfer and Entrepreneurship*, 2020, ingentaconnect.com.
9. Marchenko V. (2024). The main challenges to copyright in the digital society. In *International Conference on Corporation Management*. Retrieved from: https://conf.scnchub.com/index.php/ICCM/ICCM-2024/paper/view/764
10. Marchenko V. V. (2024). Some issues of legal protection of computer programs in the context of harmonization of the legislation of Ukraine with the law of the European Union. *Actual problems of social development in the society of changes*: Materials of the II International Scientific and Practical Conference March 28-30, 2024, Kharkiv. In general ed. Kipensky A.V. Kh.: NTU "KhPI". P. 96-98. Retrieved from: https://repository.kpi.kharkov.ua/server/api/core/bitstreams/269023b1-8ecd-4dcd-a12a-b386716d7259/content
11. Salamonowicz, M. (2020). Legislative Framework for Academic Intellectual Property Policy in the United States, United Kingdom, Germany, and Poland. *American & European Intellectual Property Law*, researchgate.net.
12. Shakhatreh, H., & Ababneh, E. M. (2023). THE MAIN WAYS OF LEAKING COMMERCIAL SECRETS AND MEASURES TO PROTECT THEM. *Economics, Finance and Management Review*, (2), 76–82. https://doi.org/10.36690/2674-5208-2023-2-76-82.
13. Shakhatreh, H. J. M., Salman, A., Aldrou, K. K. A. R., Comite, U., & Alazzam, F. A. F. (2023). Analyzing the Relationship Between Inventory Policies and CSR Practices: Case of Jordanian Companies. *Economics*, *11*(s1), 141-163.
14. Tomczyk, Ł. (2018). Protection of Intellectual Property Rights in Poland from the perspective of Polish youth. *Conference: e-Society*, 2018, researchgate.net.
15. Weresa, M. A. (2010). Intellectual property rights and competitiveness: evidence from Poland. *International Journal of Foresight and Innovation Policy*, 2010, inderscienceonline.com.

CHAPTER 3
THEORETICAL AND PRACTICAL ASPECTS OF MODERN PSYCHOLOGY

CLINICAL PSYCHOLOGY IN THE EU: A COMPARATIVE ANALYSIS OF BEST PRACTICES

Iryna Burlakova[1], Oksana Chernysh[2], Tetiana Kondes[3]

[1]*Doctor of Science (Psychology), Professor, Professor of the Department of Psychology and Social Security, Zhytomyr Polytechnic State University, Kyiv, Ukraine, e-mail: burlakova22irina@gmail.com; ORCID: https://orcid.org/0000-0002-6043-4359*

[2]*Ph.D. (Psychology), Associate Professor, Dean of the Faculty of Pedagogical Technologies and Lifelong Learning, Zhytomyr Polytechnic State University, Zhytomyr, Ukraine, e-mail: Chernyshoxana@gmail.com, ORCID: https://orcid.org/0000-0002-2010-200X*

[3]*Ph.D. (Psychology), Associate Professor, Psychology Department, "KROK" University, Kyiv, Ukraine, e-mail: TetianaKV@krok.edu.ua, ORCID: https://orcid.org/0000-0001-8514-9389*

Citation:
Burlakova, I., Chernysh, O., & Kondes, T. (2024). CLINICAL PSYCHOLOGY IN THE EU: A COMPARATIVE ANALYSIS OF BEST PRACTICES. *Public Administration and Law Review*, (2(18), 77–85. https://doi.org/10.36690/2674-5216-2024-2-77-85

Received: May 21, 2024
Approved: June 24, 2024
Published: June 30, 2024

Abstract. *Clinical psychology plays a vital role in promoting mental health and well-being across the European Union (EU). With diverse cultural, social, and systemic contexts, understanding the best practices in clinical psychology is crucial for improving mental health care services. This article provides a comprehensive comparative analysis of clinical psychology practices across various EU member states, highlighting effective methodologies, training standards, and systemic frameworks. The primary aim of this article is to explore and evaluate the therapeutic approaches, training and professional development standards, and systemic frameworks utilized in clinical psychology across different EU countries. By identifying and comparing these practices, the article seeks to highlight the most effective methods and propose recommendations for enhancing mental health care in the region. The study employs a mixed-methods approach, including a thorough literature review, structured surveys, and semi-structured interviews with clinical psychologists, policymakers, and experts from various EU member states. Additionally, case studies from selected countries provide detailed insights into practical applications and outcomes. Quantitative data is analyzed using statistical methods, while qualitative data is interpreted through thematic analysis. The analysis reveals significant variation in therapeutic approaches, with the UK and Germany emphasizing evidence-based practices such as Cognitive Behavioral Therapy (CBT), while Sweden focuses on preventive strategies and public health integration. Training and professional development standards are most rigorous in Germany and the UK, ensuring high-quality practice. The Netherlands and Italy showcase the benefits of innovative and community-based care models. Overall, countries with robust mental health policies and integrated care systems tend to achieve better clinical outcomes. The findings underscore the importance of adopting evidence-based practices, enhancing training standards, and fostering therapeutic diversity to address complex mental health issues. Cross-border collaboration and knowledge exchange among EU member states can further refine and harmonize clinical psychology practices.*

Keywords: *clinical psychology; therapeutic approaches; cognitive behavioral therapy; evidence-based practice; mental health care; psychodynamic therapy; cross-border collaboration.*

JEL Classification: I14, I31
Formulas: 0; fig. 0; tabl. 2; bibl. 13

Introduction. Clinical psychology, a vital branch of psychology dedicated to diagnosing and treating mental, emotional, and behavioral disorders, plays a crucial role in promoting mental health and well-being. Within the European Union (EU), a region characterized by diverse cultural, social, and economic landscapes, the practice of clinical psychology varies significantly. This article, "Clinical Psychology in the EU: A Comparative Analysis of Best Practices," aims to explore and compare the methodologies, therapeutic approaches, and systemic frameworks employed by clinical psychologists across different EU member states. By examining these variations, the article seeks to identify and highlight the most effective practices, thereby fostering a better understanding of how to enhance mental health services and outcomes throughout the region. This comparative analysis not only underscores the importance of tailored psychological interventions but also sheds light on the collaborative potential for integrating best practices across borders to advance the field of clinical psychology in the EU.

Literature Review. The field of clinical psychology within the European Union (EU) presents a complex and varied landscape, shaped by diverse cultural, social, and economic factors. To understand the best practices in this field, it is essential to review existing literature that examines the differences and similarities in clinical psychology practices across EU member states.

One significant study by Kazantzis, Whittington, and Dattilio (2010) examined the integration of cognitive-behavioral therapy (CBT) across Europe, highlighting how different countries adapt this widely accepted method to fit their cultural contexts. This study underscores the importance of cultural sensitivity in clinical practice and the necessity of adapting therapeutic techniques to meet local needs.

A comparative analysis by Lunt, Bartram, and Day (2012) explored the standards of training and professional development for clinical psychologists in various EU countries. Their findings revealed substantial variations in educational requirements and continuous professional development practices, suggesting that standardization could enhance the quality of psychological care across the region.

Furthermore, a comprehensive review by Evers, Lucassen, and Verhoeven (2016) focused on the application of psychotherapeutic approaches within the EU, comparing psychodynamic therapy, CBT, and humanistic approaches. This review highlighted the effectiveness of integrating multiple therapeutic modalities to address complex mental health issues and the value of flexible treatment frameworks.

In addition, recent research by Huppert, Keverne, and Baylis (2018) examined the role of governmental policies and healthcare systems in shaping clinical psychology practices. Their study demonstrated that countries with robust mental health policies and funding structures tend to have better clinical outcomes, emphasizing the critical role of systemic support in effective psychological practice.

Overall, the literature indicates a rich diversity in clinical psychology practices across the EU, with each country contributing unique insights and methods. This diversity presents both challenges and opportunities for identifying best practices that can be shared and implemented across the region to enhance mental health care.

Aims. The primary aim of this article is to systematically explore and evaluate the various methodologies, therapeutic approaches, and systemic frameworks utilized in clinical psychology across different EU member states. This analysis seeks to identify the most effective practices, promoting the exchange of knowledge and enhancing the overall quality of mental health care within the EU.

The main objectives of the article are:

– *to compare therapeutic approaches* **-** analyze and compare the prevalent therapeutic approaches such as cognitive-behavioral therapy (CBT), psychodynamic therapy, humanistic therapy, and integrative methods used in various EU countries.

– *to assess cultural and societal influences* - investigate how cultural, societal, and economic factors influence clinical psychology practices in different regions of the EU.

– *to analyze systemic and policy frameworks* - study the role of governmental policies, healthcare systems, and funding structures in shaping the practice and effectiveness of clinical psychology across the EU.

– *to identify best practices* - identify and document the most effective practices and methodologies that lead to improved mental health outcomes, drawing from comparative analyses.

– *to promote knowledge exchange* - encourage the exchange of knowledge and best practices among clinical psychologists and policymakers within the EU to foster collaboration and improve mental health services.

– *to recommend policy and practice improvements* - provide evidence-based recommendations for policy changes and practice enhancements to support the advancement of clinical psychology in the EU.

Methodology. The methodology for this article encompasses a multi-faceted approach to gather, analyze, and interpret data on clinical psychology practices across various EU member states. The study employs both qualitative and quantitative research methods to ensure a comprehensive and robust analysis.

Results. Instruments used in clinical psychology are essential tools for assessing, diagnosing, and guiding the treatment of mental health conditions. These instruments can range from structured questionnaires and standardized tests to projective techniques and clinical interviews. Below is a detailed description of several key instruments widely used in clinical psychology across various countries (Table 1).

Beck depression inventory (BDI). The Beck Depression Inventory (BDI) is a 21-item self-report questionnaire designed to measure the severity of depression in individuals. Each item describes a specific symptom of depression, and respondents rate the extent to which they have experienced these symptoms over the past week on a scale from 0 to 3.

State-trait anxiety inventory (STAI). The State-Trait Anxiety Inventory (STAI) is a psychological assessment tool that differentiates between state anxiety (temporary condition) and trait anxiety (general tendency). Consists of two separate 20-item self-report scales: one measuring state anxiety and the other measuring trait anxiety.

Symptom checklist-90-R (SCL-90-R). The SCL-90-R is a 90-item self-report symptom inventory designed to measure psychological distress and symptoms of psychopathology. Covers nine primary symptom dimensions including somatization, obsessive-compulsive, interpersonal sensitivity, depression, anxiety, hostility, phobic anxiety, paranoid ideation, and psychoticism.

Table 1. The description of key instruments widely used in clinical psychology across various countries

Instruments	Applications	Benefits
Beck Depression Inventory (BDI)	Used in clinical settings to assess the severity of depression and monitor changes over time. Employed in research to measure the effectiveness of treatment interventions.	Easy to administer and score. High reliability and validity. Provides clear, quantitative data that can guide treatment planning.
State-Trait Anxiety Inventory (STAI)	Widely used in both clinical and research settings to assess anxiety levels. Helps in distinguishing between situational anxiety and chronic anxiety tendencies.	Comprehensive assessment of anxiety. Useful in tailoring specific interventions for anxiety-related issues. High validity and reliability.
Symptom Checklist-90-R (SCL-90-R)	Used for initial psychological assessment and as a screening tool. Helps in monitoring treatment progress and outcomes.	Broad coverage of psychological symptoms. High reliability and validity. Provides a comprehensive profile of an individual's psychological functioning.
Montgomery-Åsberg Depression Rating Scale (MADRS)	Used primarily in clinical settings to assess depression severity and monitor treatment response. Commonly employed in clinical trials for evaluating the efficacy of antidepressant treatments.	Sensitive to changes in depression severity. Quick and easy to administer. Provides reliable and valid measures of depression.
Mini International Neuropsychiatric Interview (MINI)	Used in clinical and research settings to ensure accurate and consistent psychiatric diagnoses. Helps in clinical trials for participant screening and diagnostic purposes.	High diagnostic accuracy and reliability. Short administration time compared to other diagnostic interviews. User-friendly for both clinicians and patients.
Rorschach Inkblot Test	Used to explore underlying thought patterns, emotional functioning, and personality structure. Often employed in psychodynamic and psychoanalytic assessments.	Provides deep insights into an individual's internal world. Can reveal unconscious aspects of personality. Useful for understanding complex and nuanced psychological issues.
Minnesota Multiphasic Personality Inventory (MMPI)	Widely used for diagnosing mental disorders and personality structure. Employed in forensic, clinical, and research settings.	Extensive research backing its validity and reliability. Comprehensive coverage of psychological and personality traits. Useful for diagnosing a wide range of psychological conditions.
Utrechtse Coping List (UCL)	Used in both clinical and research settings to understand individual coping mechanisms. Helps in developing personalized intervention strategies.	Provides detailed insights into coping behaviors. Useful for identifying maladaptive coping strategies and guiding therapy. High validity and reliability.

Source: systematized by the authors

Montgomery-Åsberg depression rating scale (MADRS). The MADRS is a clinician-rated scale designed to measure the severity of depressive episodes. Consists of 10 items, each rated on a scale from 0 to 6, covering various symptoms of depression such as sadness, tension, sleep disturbances, and appetite changes.

Mini international neuropsychiatric interview (MINI). The MINI is a structured diagnostic interview designed to assess the major Axis I psychiatric disorders in the DSM-IV and ICD-10. Short and efficient, typically taking about 15-30 minutes to administer.

Rorschach inkblot test. The Rorschach Inkblot Test is a projective psychological test consisting of 10 inkblots printed on cards (five in black and white, five in color). Participants are asked to describe what they see in each inkblot, and their responses are analyzed to gain insights into their thought processes, emotions, and personality characteristics.

Minnesota multiphasic personality inventory (MMPI). The MMPI is a standardized psychometric test of adult personality and psychopathology. Consists of 567 true-false statements covering a wide range of psychological conditions and personality attributes.

Utrechtse coping list (UCL). The UCL is a self-report questionnaire designed to assess coping styles and strategies in individuals. Consists of multiple items that respondents rate based on how they typically deal with stress and challenging situations.

The instruments described above represent a sample of the diverse tools used in clinical psychology across the EU. These instruments are essential for accurate assessment, diagnosis, and treatment planning. They help clinicians understand the complexities of mental health issues and provide evidence-based interventions tailored to individual needs. By employing these standardized instruments, clinical psychologists can ensure high-quality care and improve mental health outcomes for their clients.

Clinical psychology practices across the European Union (EU) exhibit significant diversity, shaped by cultural, educational, and systemic differences. This comparative analysis examines best practices in several EU member states, highlighting unique approaches and effective methodologies (Table 2).

The comparative analysis of clinical psychology practices in the EU reveals a diverse landscape with each country offering unique strengths and best practices. The UK and Sweden emphasize evidence-based therapies and systemic integration, while Germany and the Netherlands highlight diverse therapeutic modalities and innovative practices. Italy's strong tradition in psychodynamic therapy and community-based care showcases the importance of cultural and regional influences. By learning from these varied approaches, EU member states can enhance their clinical psychology practices, ultimately improving mental health outcomes across the region.

Table 2. The comparative analysis of best practices in several EU member states

	United Kingdom	Germany	Sweden	Netherlands	Italy
Therapeutic Approaches	The UK predominantly employs Cognitive Behavioral Therapy (CBT), which is extensively supported by the National Institute for Health and Care Excellence (NICE) guidelines. Other evidence-based therapies, such as Dialectical Behavior Therapy (DBT) and Mindfulness-Based Cognitive Therapy (MBCT), are also widely used.	Germany has a diverse therapeutic landscape, with a strong presence of psychodynamic therapy, humanistic approaches, and CBT. There is a growing interest in integrative and multi-modal approaches.	Sweden emphasizes evidence-based therapies, with CBT being the most commonly used. There is also a significant focus on preventive mental health strategies and early intervention.	The Netherlands utilizes a broad spectrum of therapeutic approaches, including CBT, psychodynamic therapy, and systemic therapy. Innovative practices, such as e-mental health services, are increasingly adopted.	Italy has a rich tradition of psychodynamic and psychoanalytic therapy, alongside growing use of CBT and family therapy. There is an increasing interest in integrative and holistic approaches.
Training and Professional Development	The British Psychological Society (BPS) sets rigorous standards for education and training. Continuous professional development (CPD) is mandatory, with a strong emphasis on evidence-based practices.	German psychologists undergo extensive training, including a five-year undergraduate program followed by a three-year postgraduate program. The Psychotherapists' Act ensures standardized training and certification.	Psychologists undergo a five-year training program followed by a one-year clinical internship. The Swedish National Board of Health and Welfare regulates licensure and continuous professional development.	Psychologists complete a five-year educational program followed by supervised practice. The Dutch Association of Psychologists (NIP) oversees professional standards and CPD.	Psychologists must complete a five-year degree followed by a postgraduate specialization. Continuous professional development is encouraged but less regulated compared to other countries.
Systemic Frameworks	The National Health Service (NHS) provides a structured and accessible framework for mental health services. Integration of mental health services within primary care settings enhances accessibility and early intervention.	Health insurance covers a wide range of psychotherapeutic services, making therapy accessible to a large population. There is a strong emphasis on the therapeutic relationship and long-term treatment plans.	Mental health services are integrated into the public health system, ensuring broad access. Collaboration between primary care providers and mental health specialists is encouraged.	Mental health services are well-integrated within the healthcare system, with strong support for outpatient and community-based care. Emphasis on patient autonomy and shared decision-making in treatment planning.	Mental health services are regionally managed, leading to variations in service quality and availability. Community-based mental health services play a crucial role in care delivery.
Best Practices	Strong emphasis on evidence-based therapies and continuous evaluation of treatment efficacy. Comprehensive training and CPD requirements ensure high standards of clinical practice.	Diverse therapeutic modalities offer personalized treatment options. Robust training programs ensure comprehensive preparation for clinical practice.	Strong focus on prevention and early intervention. Integrated public health approach enhances accessibility and coordination of care.	Adoption of e-mental health services increases accessibility and flexibility. Emphasis on patient-centered care and shared decision-making.	Strong tradition of psychodynamic therapy provides deep insights into complex mental health issues. Community-based services enhance accessibility and social support.

Source: systematized by the authors

Discussion. The comparative analysis of clinical psychology practices across the European Union (EU) highlights a diverse array of methodologies, therapeutic approaches, and systemic frameworks. Each member state brings unique strengths and innovations to the field, contributing to the overall advancement of mental health care. This discussion synthesizes the key findings from the analysis and explores their implications for clinical practice, policy, and future research.

Evidence-based practice and standardization. One of the common themes across the UK, Germany, and Sweden is the strong emphasis on evidence-based practice. The use of standardized guidelines, such as those provided by NICE in the UK, ensures that clinical interventions are grounded in robust research. This approach not only enhances the efficacy of treatments but also facilitates consistency in clinical practice. However, the varying levels of standardization across the EU highlight the need for broader dissemination and adoption of evidence-based guidelines to ensure uniformity in the quality of care.

Training and professional development. The rigorous training and professional development standards observed in Germany and the UK are commendable. These countries emphasize extensive education, supervised practice, and continuous professional development (CPD), ensuring that clinical psychologists are well-prepared to meet diverse mental health needs. The success of these training models suggests that other EU countries could benefit from adopting similar standards. Enhancing cross-border training programs and certifications could also promote a more unified approach to clinical psychology within the EU.

Therapeutic diversity and innovation. The diversity of therapeutic approaches in Germany, the Netherlands, and Italy demonstrates the importance of flexibility in clinical practice. The integration of psychodynamic therapy, CBT, and innovative approaches such as e-mental health services allows for personalized care tailored to individual patient needs. This therapeutic diversity is crucial for addressing the complex and multifaceted nature of mental health issues. Encouraging the exchange of innovative practices and therapeutic techniques among EU countries could lead to more effective and adaptable mental health care solutions.

Preventive strategies and public health integration. Sweden's emphasis on preventive strategies and the integration of mental health services within the public health system provides a model for holistic care. Early intervention and prevention are key to reducing the long-term impact of mental health disorders. Other EU countries could benefit from adopting similar preventive frameworks, which not only improve patient outcomes but also reduce the burden on healthcare systems. Integrating mental health services with primary care, as seen in the UK, further supports comprehensive and accessible care.

Community-based and client-centered care. The Netherlands and Italy exemplify the benefits of community-based and client-centered care models. These approaches enhance accessibility and ensure that mental health services are tailored to the social and cultural contexts of patients. The emphasis on patient autonomy and shared decision-making in the Netherlands promotes engagement and satisfaction with treatment. Expanding community-based care and fostering patient-centered practices across the EU could significantly improve the reach and effectiveness of mental health services.

Systemic and policy frameworks. The role of systemic and policy frameworks in shaping clinical psychology practices cannot be overstated. Countries with robust mental health policies, such as Sweden and the UK, tend to have better clinical outcomes. Ensuring adequate funding, insurance coverage, and policy support is essential for the sustainability and effectiveness of mental health services. Collaborative efforts at the EU level to harmonize policies and share successful frameworks could strengthen mental health care across member states.

Implications for future research and practice. The findings from this comparative analysis underscore the importance of ongoing research and collaboration in clinical psychology. Future research should focus on evaluating the long-term outcomes of different therapeutic approaches and the impact of systemic frameworks on mental health care. Cross-cultural studies could provide deeper insights into how cultural factors influence the effectiveness of various practices.

Furthermore, fostering a collaborative network among EU clinical psychologists could facilitate the exchange of best practices and innovations. Conferences, joint training programs, and research initiatives can help build a cohesive and advanced clinical psychology community within the EU.

The comparative analysis of clinical psychology practices in the EU reveals a rich landscape of methodologies and approaches, each contributing valuable insights and innovations. By embracing evidence-based practices, enhancing training standards, promoting therapeutic diversity, and integrating preventive and community-based care, EU member states can improve mental health outcomes for their populations. Continued collaboration and research are essential for advancing the field of clinical psychology and ensuring that best practices are shared and implemented across the region.

Conclusion. This article has explored the diverse landscape of clinical psychology across the European Union. Through a comprehensive examination of various therapeutic approaches, training standards, and systemic frameworks, several key themes and best practices have emerged.

The emphasis on evidence-based practice, particularly in countries like the United Kingdom and Germany, underscores the importance of grounding clinical interventions in robust research. This approach not only ensures the efficacy and consistency of treatments but also highlights the need for broader adoption of standardized guidelines across the EU.

Training and professional development are critical components of effective clinical psychology practice. The rigorous training models in Germany and the UK set a high standard, suggesting that similar frameworks could enhance the quality of mental health care in other EU countries. Cross-border training and certification programs could further promote a unified approach to clinical practice.

The diversity of therapeutic modalities observed, especially in Germany, the Netherlands, and Italy, illustrates the value of flexibility and personalization in treatment. Integrating various therapeutic approaches allows for more tailored and effective care, addressing the complex nature of mental health issues. Encouraging the exchange of innovative practices among EU countries can lead to more adaptable and comprehensive mental health solutions.

Preventive strategies and the integration of mental health services within public health systems, as seen in Sweden, are essential for reducing the long-term impact of mental health disorders. These approaches, along with community-based and client-centered care models in the Netherlands and Italy, enhance accessibility and ensure that services are culturally and socially relevant. Expanding these frameworks across the EU could significantly improve mental health outcomes.

Systemic and policy frameworks play a crucial role in shaping clinical psychology practices. Countries with robust mental health policies tend to achieve better outcomes, highlighting the need for adequate funding, insurance coverage, and policy support. Collaborative efforts at the EU level to harmonize policies and share successful frameworks can strengthen mental health care across member states.

In conclusion, the comparative analysis reveals a wealth of best practices and innovative approaches in clinical psychology within the EU. By embracing these practices, enhancing collaboration, and continuing research, EU member states can improve the quality and accessibility of mental health care. This ongoing effort will ultimately benefit individuals and communities, promoting mental well-being across the region.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

References:

1. Barkham, M., Hardy, G. E., & Mellor-Clark, J. (2010). *Developing and Delivering Practice-Based Evidence: A Guide for the Psychological Therapies*. John Wiley & Sons.
2. Barlow, D. H. (2014). *Clinical Handbook of Psychological Disorders: A Step-by-Step Treatment Manual*. Guilford Press.
3. Burlakova, I.; Kondes, T.; Sheviakov, O. (2020). Cognitive approach to corporate well-being management. *International conference on Economics, Accounting and Finance***,** Estonia, jul. 2020. Available at: https://conf.scnchub.com/index.php/ICEAF/ICEAF/paper/view/82
4. Burlakova, I., Sheviakov, O., & Kondes, T. (2021). Psychological predictors of the formation of health-preserving competentness of future specialists. *Public Administration and Law Review*, (4), 74–79. https://doi.org/10.36690/2674-5216-2021-4-74
5. Burlakova, I., Sheviakov, O., Kondes, T., Kornienko, V., Ostapenko, I., & Gerasimchuk, O. (2022). Social and pedagogical aspects of occupational health of specialists. *Pedagogy and Education Management Review*, (4), 38–43. https://doi.org/10.36690/2733-2039-2022-4-38.
6. Cooper, M. (2012). *Essential Research Findings in Counselling and Psychotherapy: The Facts Are Friendly*. SAGE Publications.
7. Evers, G., Lucassen, P., & Verhoeven, C. (2016). *Psychotherapeutic Approaches in Europe: Integration and Adaptation*. Routledge.
8. Huppert, F. A., Keverne, B., & Baylis, N. (2018). *The Science of Well-being: Integrating Neurobiology, Psychology, and Social Science*. Oxford University Press.
9. Kazantzis, N., Whittington, C., & Dattilio, F. M. (2010). *The Use of Homework Assignments in Cognitive Behavior Therapy: Working with Complex Cases*. Springer.
10. Lambert, M. J. (2013). *Bergin and Garfield's Handbook of Psychotherapy and Behavior Change*. John Wiley & Sons.
11. Lunt, I., Bartram, D., & Day, E. (2012). *Standards for Educational and Psychological Testing in Europe*. European Federation of Psychologists' Associations.
12. Norcross, J. C., & Lambert, M. J. (2018). *Psychotherapy Relationships That Work: Volume 1: Evidence-Based Therapist Contributions*. Oxford University Press.
13. Wampold, B. E., & Imel, Z. E. (2015). *The Great Psychotherapy Debate: The Evidence for What Makes Psychotherapy Work*. Routledge.

EFFECTS OF SLOW-TEMPO MUSIC ON PAIN PERCEPTION AND EMOTIONAL WELL-BEING

Nripi Pipersania[1], Keziah Mary Sam[2]

[1]*BA (G) EJP, School of Liberal Studies, CMR University, Bengaluru, India, e-mail: nripi.pipersania@gmail.com*
[2]*Assistant Professor of Psychology, School of Liberal Studies CMR University, Bengaluru, India, keziahmaryzam@gmail.com*

Citation:
Pipersania, N., & Sam, K. M. (2024). EFFECTS OF SLOW-TEMPO MUSIC ON PAIN PERCEPTION AND EMOTIONAL WELL-BEING. *Public Administration and Law Review*, (2(18), 86–93. https://doi.org/10.36690/2674-5216-2024-2-86-93

Received: April 26, 2024
Approved: June 24, 2024
Published: June 30, 2024

Abstract. *The research focuses on how slow-tempo music alleviates the pain perception in an individual. The study aimed to investigate the potential influence of slow-tempo music on pain perception and emotional well-being. Its objectives were twofold: first, to examine the influence of slow-tempo music on pain perception using the Pain Catastrophizing Model, and second, to explore the emotional well-being outcomes associated with exposure to slow-tempo music in pain scenarios. The pain threshold for an individual is described using the pain catastrophizing model of pain by Sullivan et al. As the name suggests, the key concepts include pain catastrophizing and emotional well-being. This study will focus on understanding how music, especially slow-tempo music may influence measures of pain and emotional well-being. 72 individuals aged 18-25 years will participate. Data collection will involve the utilization of psychometric testing. The assessment tools include the Geneva Music Induced Affect Checklist to gauge emotional responses to music, the Pain Catastrophizing Scale to assess individuals' tendency to magnify pain-related experiences, and the Positive and Negative Affect Schedule to measure general emotional states. The study analyzed correlations between pain perception, emotional well-being, and music preferences using Pearson correlation coefficients. It found weak positive correlations between pain perception (PCS) and emotional well-being (PANAS), and emotional well-being (PANAS) and music preferences (GEMIAC). However, these correlations were not statistically significant at the conventional 0.05 level. Additionally, a weak negative correlation was observed between pain perception (PCS) and music preferences (GEMIAC), which also lacked statistical significance. Therefore, the study couldn't confidently establish significant associations between these variables based on the sample data.*

Keywords: *slow-tempo music; pain perception; emotional well-being.*
JEL Classification: I14, I31
Formulas: 0; fig.: 0; table: 9; bibl.: 35

Introduction. Music has long been revered for its therapeutic qualities, capable of transcending mere entertainment to serve as a potent tool in enhancing human well-being. The intersection of music and health has garnered increasing attention within the realms of psychology and medicine, prompting extensive research into how different musical elements can influence mental and physical states. One particular area of interest is the impact of slow-tempo music on pain perception and emotional well-being.

Pain, an inherently subjective experience, is influenced by a myriad of factors including psychological and emotional states. Traditional pain management strategies have often relied on pharmacological interventions, but these come with a range of potential side effects and limitations. This has spurred a search for complementary and alternative therapies that can provide relief without adverse consequences. Among these, music therapy, particularly the use of slow-tempo music, has emerged as a promising candidate.

Slow-tempo music, characterized by its soothing and mellow rhythms, has been hypothesized to promote relaxation and reduce stress, thereby potentially alleviating pain and improving emotional well-being. The entrainment of physiological processes to the slow rhythms of such music can lead to a reduction in heart rate and blood pressure, fostering a state of calm that may mitigate pain sensations. Moreover, the emotional resonance of music can influence mood states, potentially transforming the perception of pain and enhancing overall quality of life.

Literature review. Music has emerged as a significant non-pharmacological complement to traditional pain management due to its safe, nonaddictive properties (Bernatzky et al., 2011). Historically used for healing across various cultures, from ancient Egypt to Greece, music has shown potential in managing pain without the adverse effects associated with pharmaceuticals (Lu et al., 2023).

Over the past five years, global interest in non-pharmacological pain management methods has increased, with a focus on the benefits of music listening. Research indicates that music can influence both the physical sensation of pain and the emotional response to it, making it a valuable tool either alongside conventional treatments or in situations where medication is less effective or undesirable (Mitchell & MacDonald, 2006). Health professionals find music to be a safe, low-cost, and readily accessible intervention (McCaffery, 1992).

Two primary theories explain music's impact on pain: distraction of attention and emotional engagement. The distraction theory posits that engaging in an external task, such as listening to music, reduces cognitive resources available for pain perception (Mitchell, MacDonald, & Brodie, 2006). This is supported by "limited capacity" models of attention, which suggest that emotional engagement with music provides a strong distraction (Shiffrin, 1988; Robinson, 1998). Music's ability to capture attention through its patterns of harmony, rhythm, and dynamics further supports this theory (Mitchell et al., 2008).

Pain perception is influenced by cognitive, emotional, and physiological factors. The Pain Catastrophizing Model, proposed by Sullivan et al., highlights three key sub-components: rumination, magnification, and helplessness. Rumination involves a persistent focus on pain- related thoughts, magnification exaggerates the threat of pain stimuli, and helplessness reflects a perceived inability to cope with or control pain (Sullivan et al., 1995). Pain catastrophizing is associated with increased pain perception, greater disability, and poorer treatment outcomes in chronic pain conditions, making it a critical focus for pain management interventions (Quartana et al., 2009).

Slow-tempo music, characterized by fewer beats per minute, is linked to relaxation, tranquility, and introspection (Knight & Rickard, 2001). Modern research has validated the therapeutic benefits of music on various health outcomes, including pain perception (Garza-Villarreal et al., 2014). The therapeutic effects of slow-tempo music on pain are hypothesized to be mediated through distraction from pain, modulation of emotional states, and enhancement of coping mechanisms. By diverting attention, inducing relaxation, and promoting adaptive coping strategies, slow-tempo music can reduce the perceived intensity of pain and the impact of pain catastrophizing (Eccleston & Crombez, 1999; Mitchell et al., 2006).

Contemporary musical preferences play a crucial role in the effectiveness of music as a therapeutic tool. This study focuses on pop/rock and Bollywood slow-tempo music, reflecting the preferences of the target population to enhance the ecological validity of the study. Familiar and emotionally engaging music can be particularly effective in distracting from pain and promoting emotional well-being (Rentfrow & Gosling, 2003).

Emotional well-being, conceptualized through constructs like happiness, subjective well-being, and satisfaction with life, can be significantly enhanced by music. Research in positive psychology has shown that music can increase pleasure, engagement, and meaning in individuals' lives (Lamont, 2011). Music is a powerful tool for achieving peak experiences and enhancing emotional well-being, providing significant therapeutic advantages and fostering overall well-being (Gabrielsson, 1995; Rickard, 2011). This study aims to explore the relationship between slow-tempo music, pain perception, and emotional well-being, contributing to the development of innovative non-pharmacological interventions for pain management (Garza-Villarreal et al., 2014; Mitchell et al., 2006).

Aims. The study aimed to investigate the potential influence of slow-tempo music on pain perception and emotional well-being. Its objectives were twofold: first, to examine the influence of slow- tempo music on pain perception using the Pain Catastrophizing Model, and second, to explore the emotional well-being outcomes associated with exposure to slow-tempo music in pain scenarios. The study tested several hypotheses: whether there are significant correlations between pain perception and emotional well-being, whether slow-tempo music significantly affects emotional well-being, and whether slow-tempo music significantly influences pain perception.

Methodology. The study involved 72 participants aged 18-25, with exclusions for those who were unable to read and write or were undergoing psychiatric treatment. A convenient sampling technique was employed to gather data. The research utilized a quantitative approach with a single-group design. The independent variable was slow-tempo music, while the dependent variables were pain perception and emotional well-being. Control variables included age, gender, previous pain experiences, and individual pain thresholds.

Data was collected through Google Forms using several psychometric tools: the Geneva Music Induced Affect Checklist (GEMIAC), the Pain Catastrophizing Scale (PCS), and the Positive and Negative Affect Schedule (PANAS). The GEMIAC assessed affective responses to music, the PCS measured levels of pain catastrophizing, and the PANAS evaluated emotional well-being.

Participants were required to read and sign an informed consent form before completing the questionnaires. This form included details about the study's purpose, assurances of anonymity and confidentiality, and information on the participants' right to withdraw at any time. Clear instructions were provided for each questionnaire.

The collected data was entered into the Statistical Package for Social Sciences (SPSS) tool for analysis. Descriptive statistics were generated to understand the distribution of the data. The data was then subjected to the Shapiro-Wilk test for normality and the Pearson Correlation test to determine correlations between variables. Despite a comprehensive analysis, the study found no statistically significant correlations between slow-tempo music exposure and pain perception or emotional well-being.

Result. The collected data is analyzed through SPSS (Statistical Package of Social Sciences), and the obtained results are organized and categorized into different sections as Socio-demographic profile, dependent variables, and independent variables.

Table 1. Socio-demographic profile of the sample

		Frequency(N) N= 72	Percentage (%)
			34.73%
Gender	Male	25	
			65.28%
	Female	47	

Source: systematized by the authors

Table 1 displays the frequency-wise distribution and percentage of the sociodemographic variables of the participants. Socio-demographic details collected in the present study include gender.

Table 1 represents the frequency distribution of socio-demographic details. The majority of the participants are females (n=47) with 65.27%.

Pie Figure 1 pictorially depicts Education Qualification classification of participants.

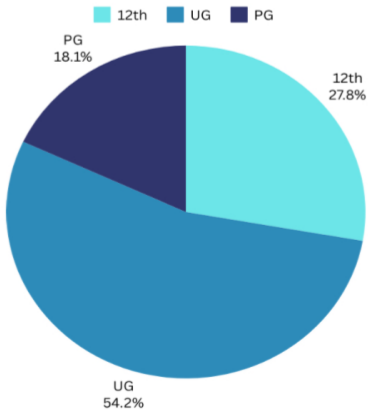

Figure 1. Education Qualification classification of participants
Source: systematized by the authors

Pie Figure 2 pictorially depicts the Socioeconomic Status classification of participants.

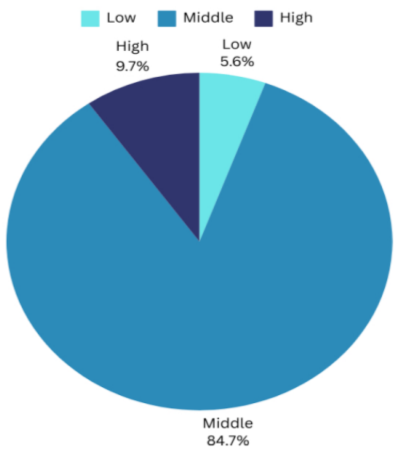

Figure 2. Socioeconomic status classification of participants
Source: systematized by the authors

Pie Figures 1 and 2 pictorially displays the distribution of participants based on their education qualification and socioeconomic status. Most of the participants are Undergraduates with 54.2%, Most of the participant's Socioeconomic status is middle with 84.7%.

Table 2. Descriptive statistics of slow tempo music, pain perception, and emotional well-being

Description	GEMIAC	PCS	PANAS
Mean	43.7083	20.0833	61.4167
Standard Error of Mean	0.78658	1.48923	0.78890
Median	43.0000	18.0000	61.0000
Standard Deviation	6.67439	12.63658	6.69402
Skewness	0.626	0.434	0.046
Kurtosis	2.374	-0.375	-0.408

Source: systematized by the authors

Table 3. Tests for normality for slow tempo music, pain perception, and emotional well-being

Shapiro-Wilk			
Variables	Statistic	df	Sig
GEMIAC	.962	72	.057
PCS	.969	72	.069
PANAS	.984	72	.494

Source: systematized by the authors

Table 3 describes the distribution of the data. Shapiro-Wilk significance is considered to check the normality of the test, it was found that the values are greater than the p-value i.e. (p=0.05) which means the data is found to follow a normal distribution, therefore suitable non-parametric tests were used to analyze the data. The scatter plots below represent the normal distribution.

Table 4. Pearson correlation coefficient on slow tempo music, pain perception, and emotional well- being

		PCS	PANAS	GEMIAC
PCS	Pearson Correlation Sig. (2-tailed)	1	.222	-.067
			.061	.577
	N	72	72	72
PANAS	Pearson Correlation	.222	1	.186
	Sig. (2-tailed)	.061		.118
	N	72	72	72
GEMIAC	Pearson Correlation Sig. (2-tailed)	-.067	.186	1
		.577	.118	
	N	72	72	72

Source: systematized by the authors

Table 4 presents the Pearson correlation coefficients between GEMIAC (Geneva Music-Induced Affect Checklist), PCS (Pain Catastrophizing Scale), and PANAS (Positive and Negative Affect Schedule). The analysis revealed very weak and statistically non-significant correlations between these variables:

GEMIAC and PCS: The correlation coefficient is r = -0.067 with a p-value of 0.577, indicating no meaningful relationship between music-induced affect and pain catastrophizing levels.

GEMIAC and PANAS: The correlation coefficient is r = 0.186 with a p-value of 0.118, suggesting that variations in music-induced affect do not significantly impact overall emotional states as measured by PANAS.

PCS and PANAS: The correlation coefficient is r = 0.222 with a p-value of 0.061, showing no significant correlation between pain catastrophizing tendencies and general emotional states.

These findings indicate that there are no statistically significant correlations between music- induced affect, pain catastrophizing, and emotional well-being in the study population. Thus, changes in music-induced affect do not appear to meaningfully impact pain perception or emotional states based on this data.

Discussion and conclusion. The study aimed to delve into the potential influence of slow-tempo music on pain perception and emotional well-being among young adults aged 18-25. Utilizing a quantitative approach with a single-group design, data was collected from 72 participants through the Pain Catastrophizing Scale (PCS)(Sullivan et al., 1995), the Geneva Music Induced Affect Checklist (GEMIAC) to assess music preference (Gabrielsson, 1995), and the Positive and Negative Affect Schedule (PANAS)(Watson et al., 1988) to gauge emotional states. The research sought to establish correlations between these variables to explore whether slow-tempo music could serve as a viable modality for pain management and emotional regulation.

The findings revealed weak correlations that did not achieve statistical significance, suggesting nuanced relationships between the variables studied. Specifically, the correlation between PCS and GEMIAC scores showed a slight negative trend ($r = -0.067$, $p = 0.577$), indicating that individuals with higher pain catastrophizing tendencies tended to have marginally lower preferences for slow-tempo music (Sullivan et al., 1995). Similarly, the correlation between PANAS and GEMIAC scores yielded a weak positive association ($r = 0.186$, $p = 0.118$), suggesting that higher emotional well-being might be linked to a slightly stronger preference for music, although this finding did not reach statistical significance (Watson et al., 1988).

Despite these non-significant correlations, the study underscores several implications. It tentatively supports the notion that slow-tempo music could potentially contribute to pain management and emotional well-being, albeit subtly and possibly influenced by individual differences not fully captured in this study. The use of established psychometric tools like PCS and PANAS provided a robust foundation for exploring these complex psychological interactions (Sullivan et al., 1995; Watson et al., 1988). However, the study's limitations, such as its relatively small sample size and reliance on self-reported measures, suggest caution in generalizing the findings to broader populations.

To advance understanding in this field, future research could employ larger and more diverse samples to enhance the reliability and applicability of results. Integrating qualitative methods alongside quantitative assessments could offer deeper insights into participants' subjective experiences with music and its effects on pain and emotional states. Longitudinal studies would be beneficial to explore the enduring impacts of music exposure over time, while randomized controlled trials could provide stronger evidence of causal relationships between slow-tempo music and changes in pain perception and emotional well-being (Cepeda et al., 2006; Hsieh et al., 2005). Moreover, investigating underlying psychophysiological mechanisms through advanced techniques like neuroimaging could elucidate how music influences brain function and pain pathways, further substantiating its potential therapeutic benefits in clinical settings (Garza-Villarreal et al., 2014). These avenues of research hold promise for refining therapeutic approaches involving music and expanding its role in promoting health and well-being.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

References:

1. Bernatzky, G., Presch, M., Anderson, M., & Panksepp, J. (2011). Emotional foundations of music as a non-pharmacological pain management tool.
2. Cepeda, M. S., Carr, D. B., Lau, J., & Alvarez, H. (2006). Music for pain relief. Cochrane
3. Database of Systematic Reviews, (2), CD004843. doi:10.1002/14651858.CD004843.pub2
4. Eccleston, C., & Crombez, G. (1999). Pain demands attention: A cognitive–affective model of the interruptive function of pain.
5. Gabrielsson, A. (1995). Strong experiences with music: Music is much more than just music.
6. Garza-Villarreal, E. A., Brattico, E., Leaver, A. M., & Vogt, B. A. (2014). Music reduces pain and increases functional mobility in fibromyalgia.
7. Hsieh, C. Y., Phillips, R., Davis, R. B., & Cherkin, D. C. (2005). Music therapy for patients who have chronic pain. Alternative Therapies in Health and Medicine, 11(5), 52-60.
8. Knight, W. E. J., & Rickard, N. S. (2001). Relaxing music prevents stress-induced increases in subjective anxiety, systolic blood pressure, and heart rate in healthy males and females.
9. Kumar, R., Gupta, S. K., Sipahi, E., & Mohan, C. (2020). Professional Stress On The Work Place For Nursing Staff: Cause And Effect. *Public Policy And Community Development In Stressful Situations*, 13.
10. Lamont, A. (2011). University students' strong experiences of music: Pleasure, engagement, and meaning.
11. Lu, X., et al. (2023). Historical and cultural context of music therapy in pain management. McCaffery, M. (1992). Nursing management of the patient with pain.
12. Mitchell, L. A., MacDonald, R. A. R., & Brodie, E. E. (2006). A comparison of the effects of preferred music, arithmetic, and humour on cold pressor pain.
13. Mitchell, L. A., MacDonald, R. A. R., Knussen, C., & Serpell, M. G. (2008). The role of musical engagement in pain perception.
14. North, A. C., & Hargreaves, D. J. (2008). The social and applied psychology of music.
15. Quartana, P. J., Campbell, C. M., & Edwards, R. R. (2009). Pain catastrophizing: A critical review.
16. Rentfrow, P. J., & Gosling, S. D. (2003). The do re mi's of everyday life: The structure and personality correlates of music preferences.
17. Rickard, N. S. (2011). Emotional well-being and its enhancement through music. Robinson, M. E. (1998). The relationship between emotion and attention to pain. Shiffrin, R. M. (1988). Attention and automaticity in the control of behavior.
18. Simpson, R., Campbell, M., & Cope, V. (2019). Use of music for pain relief in nursing practice: A literature review. British Journal of Nursing, 28(3), 158-162. doi:10.12968/bjon.2019.28.3.158
19. Sloboda, J. A., & Juslin, P. N. (2001). Psychological perspectives on music and emotion. Sullivan, M. J. L., Bishop, S. R., & Pivik, J. (1995). The Pain Catastrophizing Scale: Development and validation. Psychological Assessment, 7(4), 524-532. doi:10.1037/1040-3590.7.4.524
20. Thoma, M. V., La Marca, R., Brönnimann, R., Finkel, L., Ehlert, U., & Nater, U. M. (2013). The effect of music on the human stress response.
21. Thoma, M. V., Ryffel, M., Mohiyeddini, C., Ehlert, U., & Nater, U. M. (2013). Emotion regulation through listening to music in everyday situations. Cognition and Emotion, 27(3), 450-461. doi:10.1080/02699931.2012.725743
22. Van den Heuvel, C. J., & Thornton, E. (2018). Exploring the effect of music on perceptions of pain in a controlled experiment. Psychology of Music, 46(5), 748-762. doi:10.1177/0305735617736786
23. Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: The PANAS scales. Journal of Personality and Social Psychology, 54(6), 1063-1070.

CHAPTER 4
NAVIGATING MODERN CHALLENGES IN JOURNALISM AND SOCIAL MEDIA

UKRAINIAN MEDIA ON HUNGARY'S PRESIDENCY OF THE EU COUNCIL

Dmytro Tkach[1], Maria Burmaka[2]

[1]*Doctor of Political Sciences, Professor of the Department of International Relations and Journalism, "KROK" University, Kyiv, Ukraine, e-mail: ditkach2017@gmail.com, ORCID: https://orcid.org/0000-0002-0824-8559*

[2]*Ph.D. in Philology, Associate Professor of the Department of International Relations and Journalism, "KROK" University, Kyiv, Ukraine, e-mail: burmakamv@krok.edu.ua, ORCID: https://orcid.org/0000-0002-1054-4517*

Citation:
Tkach, D., & Burmaka, M. (2024). UKRAINIAN MEDIA ON HUNGARY'S PRESIDENCY OF THE EU COUNCIL. *Public Administration and Law Review*, (2(18), 94–105. https://doi.org/10.36690/2674-5216-2024-2-94-105

Received: June 06, 2024
Approved: June 29, 2024
Published: June 30, 2024

Abstract. *This article examines the reaction and coverage by Ukrainian media of Hungary's presidency of the Council of the European Union. The aim of the article is to analyze and systematize the approaches of Ukrainian media to covering Hungary's presidency of the EU Council, assess their impact on shaping public opinion in Ukraine on this issue, and explore how the media interpret the potential consequences of the Hungarian presidency for Ukraine's European integration aspirations and its support from the EU in the context of Russian aggression. The relevance of the topic is due to the complex Ukrainian-Hungarian relations and Hungary's ambiguous position on the Russian-Ukrainian war, which causes concern in Ukrainian society and media space. The paper analyzes key aspects of this topic's coverage by leading Ukrainian media, including news portals, analytical publications, and television channels. Special attention is paid to how the media interpret the potential impact of the Hungarian presidency on EU support for Ukraine and Ukraine's European integration process. The study reveals that Ukrainian media demonstrate a balanced but vigilant approach to covering this topic. They carefully analyze statements and actions of the Hungarian government, especially regarding issues related to Ukraine. The media also focus on possible contradictions between the official EU position and Hungary's position on supporting Ukraine. The article also examines how Ukrainian media involve expert assessments for deeper analysis of the situation and its potential consequences. It highlights the media's role in shaping public opinion on this issue and their contribution to understanding complex geopolitical processes. Special attention is paid to how Ukrainian media cover this issue in the context of ongoing Russian aggression, which adds particular urgency to the discussion. It analyzes how media balance between the need for objective coverage and a patriotic position in wartime conditions. In conclusion, the article emphasizes the important role of Ukrainian media in shaping public discourse on international politics and Ukraine's European integration processes. It stresses the need for further development of a critical and analytical approach in media to ensure full and objective information to society about complex international relations and their impact on Ukraine.*

Keywords: *Ukraine, Hungary, Ukrainian media, Viktor Orban, European Union, Hungarian presidency of the EU Council, Ukraine's European integration aspirations.*

JEL Classification: F69; P49
Formulas: 0; fig.: 1; table: 0; bibl.: 11

Introduction. On July 1, 2024, Hungary took over the presidency of the Council of the European Union, which caused significant resonance in the Ukrainian media space. This event gained special significance for Ukraine given its European integration aspirations and complex history of relations with Hungary in recent years. Hungary's presidency of the EU Council comes at a critical moment for Ukraine when the country is actively promoting its path to European Union membership. At the same time, the position of Viktor Orban's government on EU enlargement, and particularly Ukraine's prospects, has repeatedly become a subject of discussions and disputes in the international arena.

In this context, the analysis of Ukrainian media coverage of Hungary's presidency of the EU Council becomes particularly relevant. It allows not only to understand the perception of this event in Ukrainian society but also to assess expectations and concerns about the possible impact of the Hungarian presidency on Ukraine's European integration process. Understanding how Ukrainian media interpret and present Hungary's presidency of the EU Council is important for assessing not only the state of Ukrainian-Hungarian relations but also the general perception of European integration in Ukrainian society at this stage.

Literature review. This literature review explores the body of work by Ukrainian scientists and journalists that has contributed to understanding the challenges posed by Hungary's presidency of the EU Council, particularly in the context of Ukraine's European integration. The focus is on how these publications address the complexities of Hungary's role in the EU and its implications for Ukraine, especially considering the ongoing Russia-Ukraine war.

Hungary's Role as a Potential Obstacle. A significant portion of the literature emphasizes Hungary's potential as an obstacle to Ukraine's European integration. Olena Bohdaniok (2024) highlights how Hungarian leadership could exacerbate tensions within the EU, particularly if Hungary's actions continue to align with Russian interests. Bohdaniok's analysis of European Parliament members' calls to strip Hungary of its voting rights underscores the deep mistrust toward Hungary's commitment to EU values, which is seen as directly impacting Ukraine's EU accession aspirations .

Similarly, Serhii Sydorenko (2024) delves into how Hungary's presidency may undermine EU rules, particularly in negotiations related to Ukraine. His work critically examines Hungary's disregard for established protocols, which could complicate Ukraine's path to European integration. Sydorenko provides a detailed analysis of Hungary's tactics, suggesting that they are part of a broader strategy to delay or derail Ukraine's EU ambitions .

Impact of Hungary's Domestic Politics on EU Leadership. Several studies focus on the influence of Hungary's internal political dynamics on its EU presidency. Iryna Ozturk (2024) explores how Prime Minister Viktor Orban's leadership style, characterized by a strong nationalist agenda and authoritarian tendencies, could shape Hungary's approach to its EU responsibilities. Ozturk argues that Orban's domestic policies, which often conflict with broader EU principles, could lead to a presidency that prioritizes Hungary's national interests over collective EU goals, potentially at the expense of Ukraine's European ambitions .

Rostyslav Vons (2024) adds to this discourse by discussing how Germany and other EU members are closely monitoring Hungary's actions. Vons highlights the skepticism within the EU about Hungary's ability to lead impartially, given its strained relations with several member states. This skepticism, as Vons notes, is shared by Ukrainian analysts who fear that Hungary's presidency could further isolate Ukraine within the EU framework .

Analysis of Hungary’s Strategic Messaging. Another critical area of focus is Hungary's strategic messaging during its EU presidency. Nadiia Sobenko (2024) examines Hungary's choice of slogan for its presidency, which echoes former U.S. President Donald Trump’s "Make America Great Again" rhetoric. Sobenko suggests that this choice signals Hungary's intent to push a nationalist, perhaps isolationist, agenda within the EU, raising concerns about its willingness to support Ukraine's integration into a more united Europe .

In a related study, Artem Ziabkin (2024) analyzes how Hungary’s presidency could influence European ambitions, particularly in the context of its populist and nationalist rhetoric. Ziabkin’s work underscores the potential for Hungary to steer EU discussions in a direction that could marginalize Ukraine’s interests, especially if Hungary seeks to bolster its influence within the EU by appealing to similarly nationalist sentiments across Europe .

Optimism for Diplomatic Engagement. While much of the literature is cautious or critical, some publications offer a more optimistic view of Hungary's EU presidency. Anastasiia Krupka (2024) discusses the potential for diplomatic engagement between Hungary and Ukraine during this period. Krupka suggests that, despite the challenges, Hungary's leadership could provide an opportunity for Ukraine to negotiate its position within the EU more effectively. She emphasizes the importance of proactive diplomacy in overcoming the hurdles posed by Hungary's presidency .

The reviewed literature provides a comprehensive analysis of the challenges and opportunities associated with Hungary's presidency of the EU Council, particularly concerning Ukraine's European integration efforts. The works of Ukrainian scientists and journalists present a critical yet balanced view, recognizing both the potential threats posed by Hungary's leadership and the opportunities for diplomatic engagement. Collectively, these studies contribute to a deeper understanding of the geopolitical dynamics at play and underscore the importance of vigilant and strategic approaches in navigating this complex period in EU-Ukraine relations.

Aims. The aim of the article is to analyze and systematize the approaches of Ukrainian media to covering Hungary's presidency of the EU Council, assess their impact on shaping public opinion in Ukraine on this issue, and explore how the media interpret the potential consequences of the Hungarian presidency for Ukraine's European integration aspirations and its support from the EU in the context of Russian aggression.

Methodology. The research is based on the analysis of publications from leading Ukrainian media (online publications, TV channels, print media) for the period May-August 2024. Content analysis and discourse analysis methods were applied to study the coverage of Hungary's presidency of the EU Council. A quantitative analysis of the frequency of mentions and a qualitative analysis of the tone and key themes of publications were conducted. A comparative approach was used to compare coverage by different media. Data was collected through media monitoring and manual collection. Results were validated through cross-checking and consultations with experts.

Results. Hungary's presidency of the Council of the European Union is closely monitored by Ukrainian media, with the prime minister being the central figure in news and reports about Hungary. In recent months, he has significantly intensified his international activities, demonstrating to the world his desire to bring peace to the Ukrainian-Russian war. Viktor Orban's personality and politics consistently dominate Ukrainian publications in articles analyzing Hungary-related news.

The overall tone of coverage is predominantly neutral, with a third being negative, and positive publications accounting for a tenth. The neutral tone of most publications indicates Ukrainian media's striving for objectivity. However, a significant share of negative materials reflects tensions in relations between Ukraine and Hungary. Key topics include the impact on Ukraine's European integration (40% of mentions), bilateral Ukraine-Hungary relations (30% of mentions), Hungary's domestic politics (20% of mentions), and EU policy towards Eastern Europe (10% of mentions). The focus on Ukraine's European integration underscores the importance of this issue for Ukrainian society. Significant attention to bilateral relations indicates unresolved issues between the countries.

The number of publications increased by 40% in the first month of the presidency, followed by a gradual decline in interest over the following months.

The main narratives are: "Hungary as an obstacle to Ukraine's European integration", "Possibility of improving bilateral relations", "Impact of Hungary's domestic politics on its role in the EU". These narratives reflect the complexity of perceptions of Hungary's role in the Ukrainian media space.

Overall, Ukrainian media demonstrate a balanced but cautious approach to covering Hungary's presidency of the EU Council. The main concerns are related to the potential impact on Ukraine's European integration processes, but there are also hopes for possible improvement in bilateral relations.

Thus, Olena Bohdaniok in her article for "Suspilne News" - National Public Broadcasting Company of Ukraine: "Members of the European Parliament demand that the EU leadership deprive Hungary of its voting rights", reports the following. Members of the European Parliament are demanding that the EU leadership deprive Hungary of its voting rights. This is due to Hungary blocking the allocation of 50 billion euros in aid to Ukraine. The demand was expressed in a letter to the President of the European Commission Ursula von der Leyen and the President of the European Council Charles Michel. The letter was signed by 120 Members of the European Parliament. The MEPs call for the application of Article 7 of the EU Treaty, which allows for the suspension of certain rights of a member state, including the right to vote in the EU Council. They argue that Hungary violates the fundamental values of the EU and uses its veto power for blackmail. MEPs believe that Hungary is no longer a full democracy. They also call for freezing payments to Hungary from the EU budget. This is not the first time the European Parliament has called for sanctions against Hungary over its policies. Previously, Hungary had already blocked decisions on aid to Ukraine and its European integration. The article emphasizes the growing tension between Hungary and other EU members, especially on issues related to Ukraine[1].

Rostyslav Vons in the article: "Hungary's presidency of the EU Council has already caused a lot of damage - German Foreign Ministry" published in the online publication "Glavkom" analyzes the following. This publication highlights the German Foreign Ministry's critical assessment of Hungary's presidency of the EU Council, which began on July 1, 2024. Germany believes that Hungary's presidency has already caused significant damage. The criticism is directed at Hungary's actions that contradict EU values. Concerns are expressed about Hungary's further influence on EU policy. The main source is a statement by a representative of the German Foreign Ministry, which gives the article an official character. Probably related to Hungary's previous actions that contradicted EU policy. Possible disagreements on issues of rule of law, democracy, and freedom of the press.

The article indicates serious tension in relations between Hungary and other EU members. Possible further discussions about Hungary's role in the EU and its right to the presidency. Although Ukraine is not directly mentioned in the article, this situation may have consequences for its European integration aspirations, given Hungary's previous position. The tone of the article is neutral but conveys the seriousness of the situation through the use of direct quotes. The article may indicate the beginning of a broader discussion in the EU about mechanisms for controlling member countries that deviate from common values.

In general, the article highlights serious diplomatic tension in the EU related to Hungary's presidency and may be an indicator of further debates about the future of the EU and its internal politics[2].

Iryna Balachuk and Maria Yemets published an article in "European Truth" titled: "Hungary began its presidency of the EU Council". The article covers the start of Hungary's presidency of the EU Council from July 1, 2024, which it took over. The term of presidency is 6 months (until December 31, 2024). This is Hungary's second EU presidency (the first was in 2011). Hungary has defined 7 priorities during its presidency:

- increasing the competitiveness of the EU economy,
- strengthening defense policy,
- determining the course of "cohesion policy" (equalizing the level of development of different EU countries),
- promoting "farmer-oriented" agricultural policy,
- responding to "demographic challenges",
- ensuring "consistent and merit-based enlargement policy".

Budapest has defined the following priorities for itself: EU competitiveness; EU enlargement; countering migration; security and defense. The presidency slogan is: "Stronger Together". However, concerns are raised about Hungary's previous conflicts with the EU regarding the rule of law, and a European Parliament resolution is also cited, which questions Hungary's ability to fulfill the role of the presiding country. The context of Ukraine is not mentioned directly but is important given Ukraine's European integration aspirations and Hungary's previous position. The tone of the article is neutral, informative, without obvious value judgments. The article emphasizes the tension in relations between Hungary and the EU. It points to potential challenges for the EU over the next 6 months. Overall, the article provides basic information about the start of Hungary's presidency of the EU Council, outlining both official priorities and existing problems, leaving the reader space for their own conclusions about the potential consequences of this presidency[3].

In the online publication "Ukrainian Week", Anastasiia Krupka's article "What to expect from Hungary's presidency of the EU Council" examines the beginning of Hungary's presidency of the EU Council and its potential consequences. The author emphasizes that there are serious concerns about Hungary's ability to effectively perform this role. This is due to Hungary's conflict with the EU over the rule of law and democratic values. Hungary's pro-Russian position in the context of the war in Ukraine. Hungary's blocking of important EU decisions, including aid to Ukraine. The journalist expresses doubts about the reality of implementing the priorities that Hungary has set for itself during the presidency, namely: competitiveness, EU enlargement, migration, security. She also mentions the European Parliament resolution that questions Hungary's ability to preside, and cites critical statements by European politicians. Potential consequences for Ukraine, according to the author, may include possible blocking of Ukraine's European integration processes by Hungary. Further deepening of the conflict between Ukraine and Hungary. Skepticism is expressed about Hungary's ability to be an "honest broker". The potential threat to EU unity and its values is emphasized. The tone of the article is critical, with expressed concern about Hungary's future influence on EU policy. It predicts a difficult period for the EU, especially regarding issues related to Ukraine and the internal unity of the union. Overall, the article presents a critical view of Hungary's presidency of the EU Council, emphasizing potential risks and challenges, especially in the context of relations with Ukraine and general EU policy.

Iryna Ozturk, a journalist for the online media Glavkom, published an article: "The presidency of the EU Council passes to Hungary: what to expect from Orban": In which she examines the beginning of Hungary's presidency of the EU Council from July 1, 2024, and related expectations and concerns. The author begins with historical context, recalling Hungary's first presidency in 2011 and uses the technique of contrast between the past and present state of Hungary's relations with the EU. Ozturk poses rhetorical questions to highlight the contradictions in Orban's policy, and also applies irony when describing official statements of the Hungarian government. The article focuses on the personality of Viktor Orban, emphasizing his key role in shaping Hungary's policy. She pays special attention to the EU's economic leverage over Hungary, particularly the issue of frozen funds. The article examines how the internal political situation in Hungary may affect its EU presidency, and also analyzes how Hungarian state media cover the country's EU presidency.

An interesting comparative analysis is also conducted, namely a comparison with other "problematic" presidencies in EU history. The EU's legal mechanisms to counter possible negative actions by Hungary are examined in detail. Meanwhile, the author touches on the issue of cultural differences between Hungary and "old Europe". This approach to analysis allows us to see deeper and more nuanced aspects of the article, going beyond a simple retelling of facts and focusing on the author's style, argumentation structure, and unique emphases made by Iryna Ozturk.

Ukrainian scholars and media representatives have been observing Viktor Orban's attempts to intervene in the conflict resolution process between Ukraine and Russia with increased attention. The Hungarian Prime Minister's initiatives regarding the settlement of the Russian-Ukrainian war have become the object of close analysis and discussion in Ukrainian academic and journalistic circles. Orban's efforts in this direction have aroused significant interest and critical examination from experts and media professionals in Ukraine, who carefully studied each of his steps and statements on this issue.

In the online publication "European Truth", Serhii Sydorenko published an article "Unpunished Orban: How Hungary "at the helm" of the EU breaks rules in negotiations about Ukraine" in which the author uses a clear, factual style with elements of journalistic investigation. The main thesis is that Hungary, leading the EU Council, violates established rules and procedures, especially regarding negotiations on Ukraine's accession to the EU. Budapest is blocking negotiations on Ukraine's accession to the EU at the working group level. Orban uses the presidency to promote his own agenda. Unfortunately, the EU does not have effective mechanisms to counter such actions. The journalist provides specific examples of procedural violations by Hungary. The technical aspects of the EU negotiation process are examined in detail. The article shows Hungary's actions in the broad context of Ukraine-EU relations and EU internal politics. He quotes anonymous sources in EU diplomatic circles. He provides expert assessments of the possible consequences of Hungary's actions. He uses historical parallels, namely comparing with previous cases of "problematic" countries presiding over the EU. He analyzes the EU's reaction to such behavior by Hungary. Possible EU steps to counter Hungary's actions are considered. The lack of effective punishment mechanisms for such violations is discussed. Sydorenko offers possible scenarios for the development of the situation, and also considers potential consequences for Ukraine's EU accession process. Despite the critical tone, the author tries to present a balanced picture, including arguments from different sides. The article concludes with a call for greater attention to the problem and the need for reforms in EU procedures. Overall, the article presents a deep analysis of a specific problem in the context of broader political processes in the EU, focusing on technical details and procedural aspects that often remain out of the public eye[8].

Lina Kindratiuk in her publication "Orban sent his peace plan regarding Ukraine and Russia to all European leaders" on the "Informator" website covers and analyzes the Hungarian Prime Minister's initiative to settle the Russian-Ukrainian conflict. The author examines key aspects of Orban's plan, which he sent to European leaders, and contextualizes this action within the current political situation. The article is short and informative, using a news style with elements of analytics. Key points of Orban's plan are analyzed, namely: ceasefire, creation of a demilitarized zone, holding elections under the supervision of international observers in occupied territories. It is mentioned that Orban's plan contradicts the official EU position. It is noted that Orban previously criticized sanctions against Russia. The article does not provide reactions of European leaders to this plan, nor does the author provide her own analysis or assessment of Orban's plan, and the potential consequences of such a plan for Ukraine or the EU are not considered. There is no information about the detailed content of Orban's plan, reactions from the Ukrainian side, or expert analysis on the realism and consequences of such a plan. Overall, this article is a short informational message that provides basic information about Orban's initiative, but does not delve into an analysis of its potential consequences or reactions from other parties. It can serve as a starting point for further discussion and analysis of this topic.

In an article on "RBC Ukraine" titled "Main results of Orban's visit to Ukraine", Danylo Kramarenko analyzes and highlights a landmark event - the first visit of Hungarian Prime Minister Viktor Orban to Kyiv in 12 years. The author examines the preconditions, course, and potential consequences of this important diplomatic meeting, which took place against the background of complex Ukrainian-Hungarian relations and in the context of Hungary's presidency of the EU Council[10].

The visit took place the day after Hungary took over the presidency of the EU Council, thereby the Hungarian Prime Minister wanted to demonstrate Ukraine's importance to the European Union. Ukraine made concessions regarding the rights of the Hungarian minority, which contributed to this visit. Although Ukraine's leadership clearly understands who they are dealing with in the person of the Hungarian leader.

Orban is the only European leader who maintains friendly relations with Putin, opposes military aid to Ukraine, blocks the EU's 50 billion euro financial package for Ukraine, and opposes NATO's more active participation in providing military assistance to Ukraine.

The main topics of the meeting were: prospects for ending the Russian-Ukrainian war, bilateral relations between Ukraine and Hungary, cooperation at the EU level and expectations from the Hungarian presidency, preparation for the next Global Peace Summit.

After the meeting, a press conference was held at which Ukrainian President V. Zelensky thanked the Hungarians for supporting Ukrainians and providing humanitarian aid, emphasized the importance of Hungary's effective presidency of the EU, informed about discussions on Ukraine's EU accession process, and outlined the prospect of developing and signing a new bilateral cooperation document.

In turn, V. Orban stated Hungary's intention to establish bilateral relations, proposed that Ukraine consider the possibility of a ceasefire, expressed readiness to participate in the modernization of the Ukrainian economy, and a desire to close past disputes and focus on the future.

This visit can be seen as an attempt to normalize relations between Ukraine and Hungary, as well as a step towards more constructive cooperation within the EU. However, given Orban's previous positions, questions remain about Hungary's real intentions and future actions regarding Ukraine and its European aspirations.

In an article published in UNIAN, Marta Hychko "Not the end of the war, but a postponement": political scientist "destroys" peace talks between Trump and Orban" highlights several important aspects related to the meeting of Donald Trump and Viktor Orban, as well as their proposals for settling the war in Ukraine [11].

Trump and Orban met at Mar-a-Lago villa, discussing "ways to achieve peace". This is part of Orban's broader diplomatic tour, which included visits to Kyiv, Moscow, and Beijing.

Further in the article, the author turns to the expert assessment of German political scientist Thomas Jäger, presenting his view on the situation. Professor Jäger, a renowned specialist in international relations from the University of Cologne, provides his analysis of the Orban-Trump meeting and their proposals for resolving the conflict in Ukraine. He describes Orban as "Putin's man in the EU" who also aspires to become "Trump's man". He believes the meeting is beneficial to Putin, as Orban could become a key figure in EU-US relations if Trump wins the election.

The German political scientist also criticizes Trump's "peace plan", which envisages freezing the conflict on the current front lines. Jäger considers this not the end of the war, but only a postponement. He warns that Russia could resume the war when the world's attention to this problem weakens.

He notes that in such a state, Ukraine will not be able to join NATO and will be economically unviable.

The author notes that EU officials are irritated by Orban's diplomatic mission, especially his visit to Putin. In this context, possibilities of depriving Hungary of the presiding chair in the EU are even being considered. Writing a joint letter to Orban demanding an end to "unauthorized foreign policy walks" is being discussed.

Overall, the article presents a critical view of Trump and Orban's initiatives to settle the conflict in Ukraine, emphasizing the potential risks and shortcomings of their proposals, as well as the tension these actions create in relations with the EU and other Western partners.

An article was published in the online publication UNN: "Hungary after Orban's visit to Moscow simplifies entry conditions for Russians and Belarusians - media", which reports that Hungary has expanded the "national card" program to include citizens of Russia and Belarus. This decision was made after Hungarian Prime Minister Viktor Orban's visit to Moscow. The "national card" allows working in Hungary for two years with the possibility of extension. The program includes the possibility of bringing family and applying for permanent residence after three years. The Hungarian government expects about 65 thousand workers.

The EU leadership expressed concern about this, as there are fears about the possible infiltration of Russian spies into the EU. The concern is that Russians can enter the EU through Hungary without proper security checks.

Hungary's decision is seen as another provocation by Budapest within the Community. This could lead to tensions in relations between Hungary and other EU countries.

Hungary's decision contradicts the EU's general policy on sanctions against Russia, this can be seen as a step towards Hungary's rapprochement with Russia. At the same time, Hungary sees this program as a way to attract additional labor.

Hungary's decision raises serious concerns in the EU in terms of security and political unity. It could have significant implications for Hungary's relations with other EU countries and the EU's overall policy towards Russia. The situation requires further monitoring and possibly a response from EU institutions [12].

Discussion. It highlights how the Ukrainian media, reflecting broader public sentiment, navigates between cautious optimism and deep-seated skepticism regarding Hungary's role and its potential impact on Ukraine's European integration aspirations (Figure 1).

Figure 1. The main challenges related to the coverage of Hungary's presidency in the Council of the EU by the Ukrainian mass media

Media Representation and Key Narratives. The analysis reveals that Ukrainian media coverage of Hungary's presidency is multifaceted, with a predominant focus on three main narratives: Hungary as an obstacle to Ukraine's European integration, the possibility of improving bilateral relations, and the impact of Hungary's domestic politics on its role in the EU. These narratives reflect a broader uncertainty about Hungary's intentions and the potential consequences of its leadership during this critical period.

*Hungary as an Obstacle to Ukraine's European Integration***.** This narrative is the most prominent, driven by historical tensions and Hungary's perceived reluctance to support Ukraine's EU accession wholeheartedly. Ukrainian media frequently highlight Prime Minister Viktor Orban's close ties with Russia, his opposition to EU sanctions against Russia, and his attempts to mediate peace in the Russia-Ukraine war—efforts seen by many in Ukraine as undermining their sovereignty and security. The skepticism is further amplified by Hungary's past actions, such as blocking EU financial aid packages for Ukraine, which Ukrainian media interpret as a direct threat to the country's European integration process.

Possibility of Improving Bilateral Relations. While skepticism dominates, there is also a cautious hope in some segments of the Ukrainian media that Hungary's presidency could lead to an improvement in bilateral relations. Articles that explore this angle tend to focus on Hungary's official statements about strengthening EU competitiveness and supporting EU enlargement, which, if genuinely pursued, could align with Ukraine's goals. However, this optimism is tempered by a recognition of the deep-rooted issues that have strained relations between the two countries, particularly Hungary's policies regarding the Hungarian minority in Ukraine and its stance on the war.

Impact of Hungary's Domestic Politics. The coverage also delves into how Hungary's internal political dynamics influence its role in the EU, particularly under Orban's leadership. Ukrainian media often draw attention to Hungary's democratic backsliding and its confrontations with the EU over rule-of-law issues. These internal struggles are portrayed as a double-edged sword for Ukraine: on one hand, they could weaken Hungary's ability to effectively lead the EU; on the other hand, they could push Hungary to act in ways that prioritize its national interests over collective EU goals, potentially at Ukraine's expense.

Tone and Objectivity in Media Coverage. The tone of Ukrainian media coverage is predominantly neutral, aiming for objectivity but often shaded by underlying concerns. The neutral tone, observed in the majority of articles, suggests a professional approach to reporting, with a focus on presenting facts and diverse viewpoints. However, the significant proportion of negative coverage—about one-third of all mentions—indicates a pervasive concern about Hungary's potential to disrupt Ukraine's European trajectory. Positive coverage is minimal, reflecting the cautious optimism that exists but is overshadowed by the broader apprehension.

Comparison Across Media Outlets. Different Ukrainian media outlets emphasize various aspects of Hungary's presidency based on their editorial policies and target audiences. For example, more analytical outlets like "European Truth" and "Ukrainian Week" provide in-depth critiques of Hungary's policies, while more general news platforms like "Suspilne News" and "Glavkom" offer balanced reports, highlighting both the potential risks and opportunities. This diversity in coverage underscores the complex nature of Ukrainian-Hungarian relations and the different ways in which these dynamics are perceived across Ukrainian society.

Implications for Ukraine's European Integration. The media's cautious and sometimes critical approach to Hungary's presidency reflects broader concerns within Ukrainian society about the future of the country's European integration. The significant focus on Hungary's role as a potential obstacle suggests that many in Ukraine view this presidency as a critical test for the EU's commitment to Ukraine's membership aspirations. The recurring theme of Hungary's alignment with Russian interests is particularly troubling for Ukrainian commentators, as it raises fears of further delays or complications in Ukraine's EU accession process.

Conclusion. In conclusion, the Ukrainian media's coverage of Hungary's presidency of the EU Council is characterized by a careful balancing act between reporting objectively and expressing legitimate concerns. The skepticism about

Hungary's intentions, particularly regarding Ukraine's European integration, dominates the discourse, reflecting the deep-seated tensions in Ukrainian-Hungarian relations. While there is some hope for positive developments, the overall tone remains cautious, with a clear emphasis on the potential challenges that lie ahead for Ukraine as it continues its path toward EU membership. The media's role in shaping public opinion on this issue is crucial, as it not only informs the Ukrainian public but also contributes to the broader discourse on Ukraine's future within the European community.

References:

1. Bohdanok, O. (2024). Deputaty Yevroparlamentu vymahayut vid kerivnytstva YeS pozbavyty Uhorshchynu prava holosu — ZMI. URL: https://suspilne.media/791631-deputati-evroparlamentu-vimagaut-vid-kerivnictva-es-pozbaviti-ugorsinu-prava-golosu-zmi/
2. Vons, R. (2024). Nimechchyna prodovzhyt sposterihaty za holovuvannyam Uhorshchyny v Radi YeS. URL: https://glavcom.ua/world/world-politics/holovuvannja-uhorshchini-v-radi-jes-vzhe-zavdalo-bahato-shkodi-mzs-nimechchini-1009777.html
3. Balachuk, I. & Yemets, M. (2024) Uhorshchyna pochala holovuvannya u Radi YeS. URL: https://www.pravda.com.ua/news/2024/07/1/7463407/
4. Zyabkin, A. (2024) "Zrobymo Yevropu znovu velykoyu": yak uhorske holovuvannya v YeS mozhe vplynuty na yevropeyski ambitsiyi Ukrayiny. URL: https://suspilne.media/776511-zrobimo-evropu-znovu-velikou-ak-ugorske-golovuvanna-v-es-moze-vplinuti-na-evropejski-ambicii-ukraini/
5. Krupka, A. (2024). Choho chekaty vid holovuvannya Uhorshchyny u Radi YeS. URL: https://tyzhden.ua/choho-chekaty-vid-holovuvannia-uhorshchyny-u-radi-ies/
6. Ozturk, I. (2024). Holovuvannya u Radi YeS perekhodyt do Uhorshchyny: choho chekaty vid Orbana. URL: https://glavcom.ua/world/world-politics/holovuvannja-u-radi-jes-perekhodit-do-uhorshchini-choho-chekati-jevropi-vid-orbana-1007778.html.
7. Sobenko, N. (2024). Uhorshchyna obrala haslo dlya holovuvannya u Radi YeS analohichne do frazy Trampa. URL: https://suspilne.media/771293-ugorsina-obrala-gaslo-dla-golovuvanna-u-radi-es-analogicne-do-frazi-trampa/
8. Sydorenko, S. (2024). Nepokaranyy Orban: yak Uhorshchyna "na choli" YeS lamaye pravyla u perehovorakh pro Ukrayinu. URL: https://www.eurointegration.com.ua/articles/2024/07/9/7189838/
9. Kindratyuk, L. (2024). Orban nadislav sviy myrnyy plan shchodo Ukrayiny ta RF vsim yevropeyskym lideram. URL: https://informator.ua/uk/orban-nadislav-sviy-mirniy-plan-shchodo-ukrajini-ta-rf-vsim-yevropeyskim-lideram
10. Kramarenko, D. (2024). Pershyy pid chas viyny. Holovni pidsumky vizytu Orbana do Ukrayiny. URL: https://www.rbc.ua/rus/news/pershiy-pid-chas-viyni-golovni-pidsumki-vizitu-1719929421.html
11. Hychko, M. (2024) "Ne kinets viyny, a vidstrochka": politoloh "roznis" myrni perehovory Trampa i Orbana URL: https://www.unian.ua/war/ne-kinec-viyni-a-vidstrochka-politolog-roznis-mirni-peregovori-trampa-i-orbana-12694740.html.

Public Administration and Law Review

Issue 2 (18), 2024

Printed by: Scientific Center of Innovative Research OÜ, Ida-Viru maakond, Lüganuse vald, Püssi linn, Viru tn 8-33, 43221, Estonia
Number of copies: 300
First printing: June 30, 2024
Distributed worldwide by Scientific Center of Innovative Research OÜ - office@scnchub.com
Full text available online at https://scnchub.com/
DOI: 10.36690/2674-5216-2024-2