

УДК 339.9

IMPROVEMENT OF THE STATE CONTROL OVER THE QUALITY OF GOODS IN THE CONTEXT OF INCREASING THE EXPORT POTENTIAL OF THE COUNTRY

Prodius I.O, PhD in Economics, Assoc. Prof.

Odessa national polytechnic university, Odessa, Ukraine

Nalyvaiko M.N

Odessa national polytechnic university, Odessa, Ukraine

Продиус О.І., Наливайко Н.М. Совершенствование государственного контроля качества товаров в контексте повышения экспортного потенциала страны.

Раскрыта сущность понятия «государственный контроль», проанализированы системы контроля качества в странах ЕС, рассмотрены проблемные звенья в реализации государственного контроля за качеством товаров, работ и услуг. Идентифицировано и обосновано принципы усовершенствования государственного контроля качества товаров в контексте повышения экспортного потенциала страны.

Ключевые слова: усовершенствование, государственный контроль, продукция, качество, международные стандарты, система сертификации, экспортный потенциал

Продиус О.І., Наливайко Н.М. Удосконалення державного контролю якості товарів у контексті підвищення експортного потенціалу країни.

Розкрито сутність поняття «державний контроль», проаналізовано системи контролю якості в країнах ЄС, розглянуто проблемні ланки в реалізації державного контролю за якістю товарів, робіт та послуг. Ідентифіковано та обґрунтовано принципи удосконалення державного контролю за якістю товарів у контексті підвищення експортного потенціалу країни.

Ключові слова: удосконалення, державний контроль, якість, продукція, міжнародні стандарти, система сертифікації, експортний потенціал

Prodius O.I., Nalyvaiko N.M. Improvement of the state control over the quality of goods in the context of raising the country's export potential.

The essence of the concept "state control", analyzed the system of quality control in the EU, considered problematic links in the implementation of state control over the quality of goods, works and services. Identified and justified principles for improving the state control over the quality of goods in the context of raising the country's export potential.

Keywords: improvement of state control, quality, goods, international standards, system of certification, export potential

In the conditions of increased competition in foreign markets, one of the most important factors of Ukraine's integration into the world economy is the mechanism creation for stable development through increased export capabilities of domestic enterprises to produce and sell products that meet the requirements of the world market in terms of quality. In modern development conditions of the country is influenced by many external and internal factors control the quality and reliability of products and their support system are important for the international image of the state and for its compulsory cooperation with other countries, as well as to support the domestic economic condition of the state. Unlike European countries, the main criterion for the domestic consumer are not the product quality and price. Therefore, many unscrupulous manufacturers make use of this, worrying only about increasing their profits by making products based on the cheapest and sometimes unsafe for health raw materials, neglecting the quality standards. Thereby, one of the main measures to ensure production of high quality, competitive, safe products for citizens is to strengthen control and supervision in accordance with international standards.

Analysis of recent researches and publications

Methodology of implementation and use of control in various areas covered in the works of such scholars as: V. Averyanov Varnaly S., V. Garashchuk, G. Dolishnyi, O. Mashkov, A. Melnik, N. Nizhnik, O. Obolensky A. Poleniev, T. Mamotova and others [2, 3, 4, 5, 6]. However, it should be noted that complex research issues of goods quality control, works and services in the context of improving the country's export potential is still held not enough.

The purpose of this work is to solve the problem of improving the state of control over the quality of goods in the context of improving the country's export potential.

The main material

Control in public administration is one of the most important functions of government that allows to compare the actual state in a particular industry with the requirements set before her, to identify the

disadvantages and mistakes in work and warn them. Control is also the most important condition to ensure timely implementation of the challenges facing the authorities. Control is made possible by the existence of the subject and object management and interrelations between them. By monitoring the subject of management obtains the information to adjust management activities

Thus, Professor N. Nizhnik believes that control should help "... not only to identify, but also to prevent errors and disadvantages in the work of management members, but also to find new resources and opportunities" [2].

Considering the control as a special feature of public administration and the rule of law means in public administration, V. Garashchuk notes that the content of the legal categories of control, except "check" or "supervision to check" should be another meaning of the word, which is sometimes not accepted note – opposition to something undesirable. In his opinion, the word "control" would be more correct interpreted as a test.

In scientific research Mamotovoy T. [3] proposed an approach to the construction of the concept of "state control" of three components: legal, functional and information. Note that during the construction of these components, we must follow the rules:

- Legal component must be built as a definition, according to the laws of logic, "without emotion";
- Functional component must be configured as an operational definition, from the standpoint of statistical thinking operational definition – is determining what is useful from a practical standpoint, that inspires action, transmits definition by specifying as a method of measuring a particular value, as well as the application of appropriate conditions results;
- Communication component should be built as a system triad definitions.

V. Garashchuk identifies six principles of control in public administration: versatility; systematic; impartiality reality control; effectiveness, efficiency, effectiveness, transparency [4]. The following principles are relevant to the construction of the system of quality control of goods, works and services in Ukraine, as the effectiveness of the control is aimed at the effectiveness of government as such.

Legal nature of the control is expressed in the fact that it is implemented by the states and their officials within defined legal standards, based on the rule of law and in accordance with them. Control is carried out within a clear legal framework, its subject are guided by the applicable rules of law, and it causes certain legal consequences.

The main difference between control and supervision is the supervisory authority, unlike oversight, has the right to interfere in the activities of the supervised and independently attract perpetrators to legal liability, which, according to lawyers [2, 3], are the main differences from control supervision.

Thus, in accordance with the Regulations of the state of veterinary and Phytosanitary Service of Ukraine (Presidential Decree of April 13, 2011 № 464

/ 2011) it is the central body of executive power, which is coordinated by the Cabinet of Ministers through the Ministry of Agrarian Policy and Food of Ukraine, is a organ system executive power and ensures the implementation of the state policy in the field of medicine veterinary and food safety. The main task is to carry out the service of the state veterinary and sanitary control of animal health, food quality. However, despite the presence of state regulation in the sphere of quality in accordance with the structure, as well as general special competence remains topical problem of increasing the effectiveness of state control to ensure the quality of food products.

Many authors [9, 11, 12] believe that despite the importance of state control in Ukraine legislation defining the powers of controlling bodies and their relations with controlled entities, conducting inspections are unsystematic, especially for state control in the field of quality production. The most problematic in the realization of state control of quality products today are inconsistent legislation governing control and supervisory powers of control and supervision, the complex structure of state control and supervision, unclear definition of their tasks and responsibilities, lack of certainty how they interact .

In 2011-2012 in Ukraine in the consumer market has increased the number of dangerous, substandard goods and counterfeits. According to the results of control measures 38% of the tested food did not meet quality and safety standards, recorded numerous violations of economic entities that implement non-food products at high risk.

The deteriorating situation in the consumer market has affected the weakening of state control in the sphere of consumer protection and market surveillance, lack of inter-ministerial coordination, imperfection consumer legislation. The number of control activities decreased, in some areas almost no oversight activities carried out, which led to a decrease in the effectiveness of control measures, the weakening of responsibility for violation of the law [14].

According to managers of industrial enterprises [13,15], a number of problems require urgent solutions at the state level:

- Imperfection of existing standards in Ukraine;
- Failure rate of implementation of international standards;
- Long duration and cost of the certification;
- Lack of awareness of producers standards;
- Technical regulations and conformity assessment procedures ;
- Demotivation implementation of international standards;
- The lack of compulsory product certification ;
- Abuse of official duties in the certification bodies;
- The lack of punishment for violations in the production of low-quality goods .

Thus, the experience of leading enterprises producing convincing evidence that the achievement of the desired product quality and stability is possible only by implementing all processes and at all levels of

organization-controlled and continuously upgradable quality management system. It perform domestic enterprises of international standards quality of goods will not lose its domestic market and become equal partners in the international market.

For the early introduction of an effective system of certification and standardization of goods in Ukraine need to consolidate the work of domestic enterprises in the region of the quality and products competitiveness working closely with the territorial State Standard in regions wide informing producers of standards and conformity assessment procedures. Many foreign researchers in the field of product quality believe that 80-90-ies of XX century were a period of unprecedented growth in the value of quality. During this period, in developed countries, about 80% of buyers of industrial and consumer goods measured quality even more important criterion than price. For comparison, in the 70s of the last century this opinion had only 30% of customers [5].

Therefore, entrepreneurs in a economy market has developed a firm understanding of what is the most effective way to quickly sell goods and services - is to improve their quality. In this regard, the International Organization for Standardization in 1987 were developed ISO 9000 standards. In order to maintain efficiency standards are periodically reviewed to take account of new developments in the field of quality management and information from users in order feedback. Experts are monitoring the application of the standards to identify opportunities to improve them to meet the requirements of users with the following revisions, which held approximately once in every 5 years. ISO 9000 established a single, world-recognized approach to the contractual terms of the assessment of quality systems and simultaneously regulate the relationship between producers and consumers. ISO standards are voluntary, although many countries use them as regulations or refer to them in the legislation.

In late 2012, a review was undertaken of world figures certification for compliance with standards of ISO, which showed 1,504,213 certificates in the 191st country. Such a large number of certificates issued shows the market relevance of ISO management systems in the global economy [15].

Thus, international standardization, formed on the basis of the international division of labor contributes to the deepening processes of standardization and cooperation of production, and is also one of the primary tools for managing scientific, technical and economic development in the globalization economy. One of the most important factors of Ukraine's integration into the world economy is to create a mechanism for sustainable development of exports, in modern conditions depends on the capabilities of domestic enterprises to produce and sell products that meet the requirements of the world market for quality, price and service level. That objective requires comprehensive research and defines the scale of analysis and development to improve the mechanism of state support for Ukrainian enterprises and ensure their competitiveness in the global market. For

Ukraine to become an equal member of the international economic relations, it is necessary to implement measures aimed at improving the competitiveness of domestic enterprises in the global market. It should be noted that the effectiveness of foreign economic activity of any country depends on the compatibility of national systems of standardization requirements of the General Agreement on Tariffs and Trade (GATT), a comprehensive intergovernmental agreement in force since 1947. So, in 1993, the Uruguay Round was decided to transform the GATT into the world trade organization (WTO), which was officially launched on January 1, 1995. General Agreement on Tariffs and Trade, GATT became the basis of the WTO, which regulates trade in goods. WTO recognizes the priority standards that are developed by the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC) and the International Telecommunications Union (ITU) [8, 9, 10].

The process of Ukraine's accession to GATT / WTO began on December 17, 1993, when the GATT Secretariat has submitted a formal application to the Government of Ukraine intention to accede to the GATT. After prolonged negotiations, Ukraine became the 152nd member of the WTO May 16, 2008. Experts estimate that WTO membership would increase the rate of economic growth in Ukraine by 1-1.5%. But, in the same year on the world economy collapsed the global financial crisis, which had for the national economy significant adverse effects due to which Ukraine has not felt a significant effect of WTO membership. According to many experts, is an evolutionary process, further giving additional incentives to make the necessary reforms, in particular in the field of international standardization of production enterprises, in order to increase their attractiveness to foreign investors.

It should be noted that the protection basics of consumer rights and standardization of products within the EU were created simultaneously with the adoption of the 1975 Programme of Action for the Protection of Consumer Rights, which periodically adds new provisions. Thus, as a result of a sustained and dynamic collective work in the EU has accumulated considerable experience in the organization of the state and social protection of the rights of consumers for quality products. Particular attention is paid to EU countries agricultural and food products, the implementation of which the company without a proven quality management system and safety based on HACCP principles is impossible.

System HACCP ("Risk analysis and critical control points") was developed by the World Health Organization and the Food and Agriculture Organization of the United Nations for food safety management. Standard ISO 22000 HACCP is used in developed countries by enterprise-producers of food products for consumers and maximum protection aligned with ISO 9001 and ISO 14001, extending the system of quality control. The main aim of the international standard is the introduction of food

safety management, acceptable to all types of organizations in the food sector. The HACCP system is working, if the manufacturer qualitatively investigated your own product and its production technology, quality control of raw spent, packing material, as well as the delivery of finished products to the end user [15].

Thus, the scope of consumer protection in the EU is run by the highest executive body – the European Commission, the responsible authority – Directorate General of the European Commission's Health and Consumer Protection (Directorate-General for Health and Consumers, DG SANCO). To comply with the legislation in the area of food safety responsible authority in charge of ensuring compliance with the EU's total imports of foodstuffs. In order to standardize these functions was adopted basic Regulation 882/2004, uniting food control system in one integrated process for all food products

Scope of food safety in the EU is run by the European Authority for Food Safety (EFSA). It includes eight scientific committees whose main task is to provide scientific advice and studies in EFSA, to provide scientific support, independent information and information sharing risk. Official controls carried out in the form of inspection, verification, audit, sampling and testing. Additionally, it may be monitored on a particular occasion at any time with an equally high quality [14].

Thus, the supervision of the production and circulation of food in Germany by the federal agencies: the Federal Ministry for Consumer Protection, Nutrition and Agriculture (BMVEL), Federal Ministry of Health (BMG); federal research agencies.

Their financing is made from the state budget. Federal agencies are required to monitor the quality and safety of food, and in case of violations to issue administrative regulations to initiate criminal cases, which are transmitted to the prosecutor [12].

Thus, in the present conditions of the globalization of the economy, state governments are beginning to understand that different national standards for the same products often contain conflicting requirements, which is a serious obstacle to the development of international trade. Therefore, one of the most effective tools to ensure consumers with high quality products can be unified international standardization which in turn will improve the competitiveness of products and increase the foreign trade turnover of the country. Development of international trade, the volume and characteristics of which in Ukraine are resistant negative, requires a unified approach to evaluating the quality of the product, its characteristics, requirements for labeling, packaging, storage and transport. That is, competition in terms of the globalization of the economy, leads to the fact that two identical goods buy one that is cheaper and at the same price-quality.

If the goods are not certified, tested and examined for quality compliance, the importers and domestic goods direct to consumers will not bend the least satisfied with this product, and interest in it quickly

goes out, that is a negative trend for the development of the country's economy, its relations with foreign partnerships and development of domestic industrial production. Thus, the main objectives of scientific and technical cooperation in the field of standardization should be the following comprehensive measures:

- Involvement of the director to criminal liability for repeated violations declared quality standards of goods;
- Increase the size of penalties for violation of requirements for labeling, packaging, storage and transportation;
- Monitoring system for rapid information exchange between public oversight about finding poor products. To sum up our study, it can be argued that the function of quality control of goods and services included in the list of national interests that take priority in the national security strategy of the state regardless of its level of economic development;
- Harmonization of the Ukrainian state system standardization with interstate and regional systems, advanced scientific systems standards developed European countries;
- Improvement of normative documents on standardization of Ukraine on the basis of application of international, regional and national standards of other countries;
- A common approach to assessing the quality of the product, its characteristics, requirements for labeling, packaging, storage and transportation;
- Optimization of regulatory support cooperation with other countries and participation in international division of labor;
- Protecting the interests of the country in the development of standards;
- An improvement on the legislative level inspection procedures of product quality;
- Targeted system involving all producers to implement international standards of quality.

Conclusions

The main directions of development of standardization and certification of products for businesses today is to improve the development of standards, streamlining their composition and harmonization with international requirements. To improve the quality and safety of products must be guided by directives, standards and EU standards while using the best domestic developments.

Namely, the implementation of the concept of quality control to improve the state of the goods in the context of enhancing the export potential will create and gradually strengthen mechanisms to coordinate efforts to develop and implement programs to ensure and improve the safety, quality and competitiveness of domestic products, the creation of conditions and mechanisms to increase production of high-quality plants in Ukraine and competitive products, the decline in imports of goods, analogues of which are produced in Ukraine.

Also, the use of a binding international product certification as a tool of the state of competition

policy will promote a pragmatic foreign economic policy.

At the state level must approve the strategy of national consumer policy. It should be a document that would fully identify key areas of work to improve the protection of consumers' rights, and full control over the quality of goods and services. It is also advisable to establish, under the patronage of the Prime Minister active professional team of specialists, which would deal with the development and implementation of consumer policy unified and coordinated actions of the relevant ministries and agencies in this direction. State regulatory authorities need to increase social responsibility of producers to the public, as well as pass a law that will clearly define who and under what circumstances responsible for poor quality or dangerous products. These measures not only solve the main problem issues for

improving the product quality, but also eliminate barriers to domestic products in European markets.

Therefore, improvement of state control the quality of goods can be one of the determining factors of intensification of economic development in the conditions of globalization transformations. Improving the quality of raw materials, equipment contributes to more effective enforcement needs by saving resources. High quality of exported products will facilitate foreign trade and economic success, which has a positive impact on economic growth and scientific and technological power of the state. That is, the product quality is one of the most important indicators of the level of application of scientific and technological progress in the economy, the efficiency of all its components.

References:

1. Про основні засади державного нагляду (контролю) у сфері господарської діяльності: Закон України від 5 квітня 2007 № 877-У. // Відомості Верховної Ради України. – 2007. – № 29. – с. 389.
2. Семенко С.В. Понятійний апарат державного управління економічною безпекою у сфері контролю за якістю товарів, робіт та послуг: контроль в умовах глобалізації [*Електронний ресурс*] // Режим доступу – archive.nbuv.gov.ua/portal/Soc_Gum/Nrzd/2011_1/29.pdf
3. Маматова Т. Трактуювання поняття «державний контроль» у сучасному законодавстві України та його уточнення / Т. Маматова // Вісник державної служби України. – 2004. – № 1. – С. 23 – 26.
4. Гарашук В.М. Теоретико-правові проблеми контролю та нагляду у державному управлінні: Дис. докт. юрид. наук. – Харків, 2003. – 540 с.
5. Шестак В. Державний контроль в сучасній Україні (теоретико-правові питання): Монографія / В.С. Шестак. – Х: Держ. спеціалізоване вид-во «Основа», 2003. – 208 с.
6. Васильків Т. Г. Фінансово-економічна безпека підприємств України: стратегія та механізми забезпечення: монографія / Васильків Т. Г., Волошин В.І., Бойкевич О. Р., Каркавчук В. В., за ред. Т.Г. Васильціва. – Львів: Ліга-Прес, 2012. – 386 с.
7. Герасимчук З.В. Економічна безпека регіону: діагностика та механізм забезпечення: монографія / З.В. Герасимчук, Н.С. Вавдіук. – Луцьк: Надстир'я, 2006. – 244 с.
8. Предборський В. А. Економічна безпека держави: монографія / В.А. Предборський. – К.: Кондор, 2005. – 391 с.
9. Лозинська І.В. Контроль якості продукції тваринництва в контексті підвищення конкурентоздатності вітчизняного товаровиробника / І.В. Лозинська // Вісник Сумського національного аграрного університету. Серія «Економіка і менеджмент». – Випуск 3 (51). – 2012. – С. 85 – 89.
10. Ліпкан В.А. Національна безпека України: Навчальний посібник. – К.: Кондор, 2008. – 552с.
11. Дубиніна А.А. Методи визначення фальсифікації товарів. Підручник / А.А. Дубиніна, І.Ф. Овчиннікова, С.О. Дубиніна та ін. – К.: «Видавничий дім «Професіонал», 2010. – 272 с.
12. Янковський Н. А. Управление качеством в условиях международной конкуренции / Н.А. Янковський, Ю.В. Макогон, Н.В. Фомичев / под ред. Ю.В. Макогона. – Донецьк, Донецький нац-й ун-т, 2007. – 340 с.
13. Урядовий портал. Офіційний портал органів виконавчої влади України [*Електронний ресурс*] // Режим доступу – <http://www.kmu.gov.ua>
14. Інформаційно-аналитический бюллетень КМУ [*Електронний ресурс*] // Режим доступу: www.info-kmu.com.ua
15. Информационное обеспечение ГП «Укрметртестстандарт». – Стандарты ВРС помогут обеспечить безопасность пищевых продуктов [*Електронний ресурс*] // Режим доступу: <http://csm.kiev.ua/index.php>

16. Салухіна Н.Г. Стандартизація та сертифікація товарів і послуг. Підручник / Н.Г. Салухіна, О.М. Язвінська – К.: Центр учбової літератури, 2010. – 336 с.

Надано до редакційної колегії 20.11.2013

Продіус Оксана Іванівна / Oksana I. Prodius
patrik@eurocom.od.ua

Наливайко Наталя Миколаївна / Natalia M. Nalyvaiko
balouhtc@gmail.com

Посилання на статтю / Reference a Journal Article:

Improvement of the state control over the quality of goods in the context of raising the country's export potential.

[Електронний ресурс] / O.I. Prodius., N.M. Nalyvaiko // *Економіка: реалії часу. Науковий журнал.* – 2013. – № 5 (10). – С. 83-88. – Режим доступу до журн.: <http://www.economics.opu.ua/files/archive/2013/n5.html>