ЛІСЮК В.М.
Д-р економ. наук, професор, голов. наук. співроб. відділу ринкових механізмів і структур,
Державна установа «Інститут ринку та економіко-екологічних досліджень НАН України»
Французький бульвар, 29, м. Одеса, Україна, 65044
e-mail: vlsiyuk@ukr.net
ORCID: 0000-0001-8766-4325

КРАМСЬКИЙ С.О.
kанд. техн. наук., доцент, наук. співроб. відділу ринкових механізмів і структур,
Державна установа «Інститут ринку та економіко-екологічних досліджень НАН України»
Французький б-р, 29, м. Одеса, Україна, 65044
E-mail: mortsub8@i.ua
ORCID: 0000-0003-3869-5779

МЕХАНІЗМИ ВПРОВАДЖЕННЯ POLIUTIKI SIELEKTVNOGO REGULUWANII
TOVARNIH RINKIV U PPOVOSNII PERIOD

Актуальність. В умовах військового стану та майбутнього повоєнного відновлення, національну економіку
доцільно розглядати у формі чотирьох рівневої системи ринків: 1. В якій послідовно визначені етапи такого
впровадження і визначення цільових функцій (завдань) які покладає держава на економічну систему (торварні
ринки), причому ці завдання можуть бути визначені у вагідні цільових функцій які визначає уряд країни. 2
етапом визначаються об'єкти регулювання ринки реального сектору економіки, які держава визнає, як такі
що мають підлягати першочерговому – селективному регулюванню (ринки агропродовольчих товарів,
енергетичний та системи ПЕК, та інші). 3. Визначаються необхідні регулюючі дії, взалежності від стану
того чи іншого ринку та визначених цільових функцій. 4. Якщо регулюючі дії не призвели до позитивних
результатів, то включається зворотний зв'язок пошуку недоліків та розглядається структурою ринку та визначення
необхідних корективів. Визначаються стратегічні пріоритети економічного розвитку, що забезпечують продовольчу
безпеку. Стратегічні пріоритети економічного розвитку селективних ринків для продовольчої безпеки населення
України у умовах економічного відновлення на агропродовольчому ринку.

Мета та завдання. Метою дослідження є визначення суті механізмів селективного регулювання принципів,
методів та механізмів об'єктів, що підлягають регулюванню.

Для досягнення поставленої мети передбачається вирішення наступних завдань: 1. Визначити
порядок стратегії селективного регулювання товарних ринків. 2. Повністю визначити функції держави
імпортозаміщення товарних ринків, відповідно до встановлених цільових функцій. 3. Визначити селективне
імпортозаміщення товарних ринків щодо продовольчої безпеки населення.

Матеріали та методи. Для досягнення мети та виконання завдань використовувалися як механізм власних ресурсів
вирішення проблем провідного забезпечення теорія імпортозаміщення та теорія управління складними
економічними системами: метод графічного моделювання, системного аналізу, статистичного аналізу,
економічного аналізу зокрема для дослідження селективних товарних ринків.

Результати. Автори наголошують, що селективний підхід застосовується, передусім, в період військового
економіки з кризи та відновлення процесу розшарованого суспільного відтворення. Саме такий випадок ми
спостерігали у повоєнний період. Відповідно до сучасної теорії, учени розглядають селективну політику, що
має вертикальний мікроекономічний характер. Цей тип політики чинить вплив на визначені
групи суб’єктів, насамперед мікроекономічний характер. Існує кілька рівнів селективності: від підтримки
цільового сектору до урядових політик, існує першочерговий – селективне регулювання товарних ринків.

Така ринкова селективна стратегія автоматично впливає на визначені слабкі сектори, що відрізняються
від ринкових реалій. На відміну від стратегії, селективний підхід передбачає впровадження селективної
політики, що забезпечує необхідні корективи. Визначаються стратегічні пріоритети економічного розвитку, що
забезпечують продовольчу безпеку для продовольчої безпеки населення України в умовах економічного відновлення на агропродовольчому ринку.

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найбільш необхідного і вразливого елементу ринкової системи (ринку) як об’єкта регулювання залежить від того, який може надати найбільший ефект в частині розвитку цієї системи. Визначення (розробка) спеціальних (цільових) регулюючих заходів та механізмів їх впливу на об’єкт регулювання. Тобто селективне регулювання базується на виборі таких регулюючих заходів, які були б вкрай необхідні у заданий момент часу для системи національної економіки з врахуванням (характерного для нашого часу) дефіциту ресурсів, необхідних для їх впровадження.

Висновки. 1. Галузеві пріоритети селективного імпортозаміщення можна класифікувати за такими трьома напрямами, як заміна: імпортованих ресурсів, насамперед енергетичних; імпорту товарів широкого вжитку; імпорту товарів виробничого призначення. Залежність насичення внутрішнього ринку від зовнішньої торгівлі в цілому свідчить про значні диспропорції промислового потенціалу та потреб внутрішнього ринку, а також відображає суттєвий тиск з боку імпорту. 2. Теорія імпортозаміщення не дає відповіді на запитання про принципи і способи вибору селективних ринків для впровадження цієї стратегії, а є її економічно-адміністративним інструментом. Як свідчить аналіз, політика імпортозаміщення в Україні системно не проводилась ніколи, що врешті-решт, серйозно відбилося на вітчизняній економіці. За результатами порівняльного аналізу тарифних режимів, Україна знаходиться в невигідних умовах щодо можливостей застосування митного тарифу для захисту внутрішнього ринку порівняно з її торговельними партнерами. Низька ефективність інституційних компонент у системі регулювання імпорту поступово призводить до втрати окремими секторами товарних ринків конкурентоспроможності. Основою ефективного функціонування та розвитку внутрішнього ринку повинна стати конкурентоспроможна вітчизняна продукція, що може бути забезпечена у результаті впровадження стратегії селективного імпортозаміщення.

Ключові слова: селективне регулювання, імпортозаміщення, ресурси, економічна система, суб’єкти та об’єкти регулювання товарних ринків, логістика, економічні інтереси.

LYSYUK V.M. 
DSc.(Econ), Professor, Chief Researcher, Department of market mechanisms and structures, State institution "Institute of Market and Economic & Ecological Research of the National Academy of Sciences of Ukraine", Frantsuszkiv Boulevard, 29, Odesa, Ukraine, 65044 e-mail: vlisyuk@ukr.net ORSID:0000-0001-8766-4325

KRAMSKYI S.O. 
PhD(Eng), Associate Professor, Researcher, Department of market mechanisms and structures, State institution "Institute of Market and Economic & Ecological Research of the National Academy of Sciences of Ukraine", Frantsuszkiv Boulevard, 29, Odesa, Ukraine, 65044 E-mail: morsubs@i.ua ORCID: 0000-0003-3869-5779

MECHANISMS OF IMPLEMENTATION OF THE POLICY OF SELECTIVE REGULATION OF COMMODITY MARKETS IN THE POST-WAR PERIOD

Topicality. In the conditions of martial law and the future post-war recovery, it is advisable to consider the national economy in the form of a four-level system of markets: 1. In which the stages of such implementation and definition of the target functions (tasks) assigned by the state to the economic system (commodity markets) are sequentially defined, and these tasks can be defined in the form of target functions determined by the country's government. The 2nd stage defines the objects of regulation of the market of the real sector of the economy, which the state recognizes as those that should be subject to priority - selective regulation (markets of agro-food products, energy and PEC systems, and others). 3. Necessary regulatory actions are determined, depending on the state of one or another market and defined target functions. 4. If the regulatory actions did not lead to positive changes, feedback is included to find the shortcomings of previous decisions and make the necessary corrections. Strategic priorities of the economic development of the food security markets for the food security of the population of Ukraine in the conditions of economic recovery in the agro-food market.

Aim and tasks. The purpose of the study is to determine the essence of the mechanisms of selective regulation of the principles, methods and mechanisms of objects subject to regulation. To achieve the set goal, the following tasks should be solved: 1. to determine the order of the strategy of selective regulation of commodity markets. 2. Powers and functions of the country's import substitution entities, in accordance with the established target functions. 3. Define selective import substitution of commodity markets in relation to food security of the population.
Materials and methods. Therefore, the authors of the study used the theory of import substitution and the theory of management of complex economic systems as a mechanism of their own resources to solve food security problems: the method of graphic modeling, system analysis, statistical analysis, economic analysis, in particular, for the study of selective product markets.

Research results. The authors emphasize that the selective approach is used, first of all, in the period of the economy’s exit from the crisis and the recovery of the process of extended social reproduction. This is exactly the case we are witnessing in the post-war period. According to the modern theory, scientists consider a selective policy that has a vertical microeconomic character. This type of policy exerts a targeted influence on certain groups of subjects and is mainly of a microeconomic nature. There are several levels of selectivity: from the support of an entire sector (or region), its subsectors, to the support of certain enterprises (their groups). As the level of selectivity increases, the effectiveness of the state’s regulatory measures increases, while at the same time, the risks of incorrect management decisions regarding the selection of priority objects of regulation increase. The use of a selective approach to regulate the development of commodity markets necessitates a complex combination of system-wide and selective policy measures. Such a market selective strategy involves the implementation of a system-wide (or functional) policy with the help of mechanisms and measures of selective regulation. It has a horizontal macroeconomic character, as it is aimed at ensuring the balanced reproductive development of all sectors of the system of vertically adjacent commodity markets. This is a regulation based on three methodological approaches, namely: the effective formation of a system of market regulation in the conditions of a market economy with the distribution of regulatory functions between regulatory entities according to the functions assigned to them. The definition of the most necessary and vulnerable element of the market system (the market) as an object of regulation, which can have the greatest effect in terms of the development of this system. Determination (development) of special (targeted) regulatory measures and mechanisms of their impact on the object of regulation. That is, selective regulation is based on the choice of such regulatory measures that would be extremely necessary at a given time for the system of the national economy, taking into account the (characteristic for our time) shortage of resources necessary for their implementation.

Conclusion. 1. The sectoral priorities of selective import substitution can be classified in three directions, such as the replacement of: imported resources, primarily energy; import of consumer goods; import of production goods. The dependence of domestic market saturation on foreign trade is currently actualizing the issue of state regulation of export-import flows. The structure of the formation of the product supply of the domestic product market of Ukraine as a whole shows significant disproportions between the industrial potential and the needs of the domestic market, and also reflects significant pressure from the import side. 2. The theory of import substitution does not provide an answer to questions about the principles and methods of choosing selective markets for the implementation of this strategy, but is its economic and administrative tool. As the analysis shows, the policy of import substitution in Ukraine has never been carried out systematically, which in the end had a serious impact on the domestic economy. According to the results of a comparative analysis of tariff regimes, Ukraine is in a disadvantageous situation with regard to the possibility of applying a customs tariff to protect the domestic market compared to its trading partners. The low efficiency of institutional components in the system of regulation of import of goods gradually leads to the loss of competitiveness of individual sectors of commodity markets. The basis of the effective functioning and development of the domestic market should be competitive domestic products, which can be ensured as a result of the implementation of the strategy of selective import substitution.

Keywords: selective regulation, import substitution, resources, economic system, subjects and objects, regulation of commodity markets, logistics, economic interests.

Problem statement and its connection with important scientific and practical tasks. The disproportionality of domestic production negatively affected the structure of foreign trade in the conditions of a large-scale war between Ukraine and the Russia, created turbulence, instability and a crisis of production in Ukraine. Consequently, the rate of growth of commodity imports is ahead of exports. It is known that government loans can accelerate the pace of economic growth by financing productive investments, mitigate the effects of adverse external factors in the economy during the war period. However, if governments accumulate debt obligations beyond the level that they are able to service, there is a high probability that a debt crisis may occur, which will become a detonator of the financial crisis and a factor of inhibition of economic activity and trade of Ukraine. Thus, the state’s import dependence on the products that the country produced and traditionally exported - agro-food and dairy products - increased. On the other hand, the level of import dependence in Ukraine for individual product positions is 80–90%, for example, the chemical sector (fertilizers) of the Ukrainian economy. In general, this problem is considered through the prism of hostilities between Ukraine and Russia and the perspective of economic recovery in the post-war period.

Analysis of recent publications on the problem. Theoretical aspects of import substitution research are mainly presented by foreign specialists, such as: J. Jacobs, J. Heleiner, H. Chenery, A. Strout, A. Chen. The works of domestic and foreign scientists B. Burkinsky, O. Nikishina, M. Tarakanov, Ya. Zhalilo, V. Gatsko,
import substitution - as the replacement of imports with goods that are already produced domestically, and import replacement - the replacement of imports with goods that the country can produce for its own needs (Jacobs J., 1995). According to the definition of H. Chenery, import substitution exists when the share of imports in the domestic total supply decreases (Chenery H.B., 1995). In the case of a growing economy, import substitution can also be observed with absolutely growing imports (Elyanov A., 2004). According to V. Danchuk, import substitution can be understood as "...a relative reduction or stoppage of the import of the corresponding product into the country in connection with the organization of the production of the same or similar product locally" (Danchuk V.D., 2020). R. Spivak understands the process of import substitution as "...increasing the production and domestic consumption of domestic goods while reducing the consumption of imported goods (in physical terms)" (Spivak R.V., 2010). B. Burkynskyi, emphasizes the qualitative characteristics of imported substitutes. According to his definition, import-substitutable products are products of domestic manufacturers that displace imported counterparts from the market due to their more attractive consumer properties (Burkynskyi B.V., Nikishina O.V., Tarakanov M.L., 2022). In the studies of Ya. Zhaillo and V. Gatsko, import substitution is considered as a policy aimed at reducing the need of the country's national economy for the import of certain types of goods due to the increase in the share of sales on the domestic market of goods produced on its territory. In our opinion, this interpretation is somewhat limited, because import substitution cannot be reduced solely to unreasonable protectionism, but should contain a set of measures for structural restructuring, restoration and diversification of production, concentration of efforts and resources in order to create an efficient economy. Such a definition makes it possible to abstract from specific instruments for providing import substitution, as well as to operate with concepts of changes in the ratio of imports and nationally produced goods on specific markets, avoiding the discreteness of "import/national production" that follows from the term "substitution" (Zhaillo Y.A., Gatsko V.D., 2006). In this context, the interpretation of import substitution proposed by A. Elyanov is more correct. In his opinion, import substitution "brings to the fore the creation of comprehensive industrial complexes designed to saturate and structure the domestic market with the help of locally produced products and only then send them to export" (Elyanov A., 2004). At the same time, the role of the state in the process of import substitution is not to determine "priority" industries, product markets, etc. A. Chen divides import substitution into relative and absolute (An Chen, 1999). With relative (relative) import substitution, imports are replaced only partially by domestic products within selective product markets.

**Allocation of previously unresolved parts of the general problem.** The strategy of import substitution is understood as a state program that is implemented through foreign trade protectionism in relation to sectors of commodity markets that produce import substitutes. It is a component of the program for the protection of new industries - one of the most debatable arguments in favor of protectionism, an ambiguous perception of justice arising, on the one hand, from the logic of such an argument and economic validity (especially at the first stage of formation), and on the other - from contradictions regarding the effectiveness of such an economic policy, since experience shows that industries such as: chemical, metallurgical often do not become really competitive, developing in "artificial" conditions. The lack of a strategic approach to solving the problem of saturation of the domestic product market due to the corresponding increase in the volume of domestic production based on the development of import substitute products leads to the formation of a high dependence of the domestic market on imports, as well as to the need to increase exports in order to cover the current account deficit of the balance of payments of Ukraine.

In the strategic documents of the last decade regarding the implementation of state economic policy in Ukraine in the sphere of protection of priority sectors of the economy, a systematic approach was always declared, but in practice its implementation was limited to customs and tariff regulation measures. Ukraine's membership in the WTO raises certain reservations, because one of the key principles of the functioning of the system of multilateral agreements is the prevention of discrimination of imported goods against domestically produced goods. The development of import substitution of selective product markets on the example of the agro-food and dairy markets of Ukraine in the post-war period is an important adaptive mechanism for the growth of Ukrainian trade in various market segments of EU countries, Africa, Asia and the USA. According to the results of a comparative analysis of tariff regimes,
Ukraine during the war is at a disadvantage in terms of the possibility of applying a customs tariff to protect the domestic market compared to its trading partners.

**Formulation of research objectives (problem statement).** The purpose of the study is to determine the essence of the strategy of selective regulation of the principles, methods and mechanisms of objects subject to regulation.

To achieve the set goal, the following tasks should be solved: 1. to determine the order of the strategy of selective regulation of commodity markets. 2. Powers and functions of the country's import substitution entities, in accordance with the established target functions. 3. Define selective import substitution of commodity markets in relation to food security of the population.

**Materials and methods.** Therefore, the authors of the study used the theory of import substitution and the theory of management of complex economic systems as a mechanism of their own resources to solve food security problems: the method of graphic modeling, system analysis, statistical analysis, economic analysis, in particular, for the study of selective product markets.

**An outline of the main results and their justification.** Comparing the different points of view of leading scientists, two main approaches to the study of the economic category of "import substitution" can be distinguished. According to the first, import substitution is considered as an unregulated process. In the second approach, a broad functional view is used, which makes it possible to consider import substitution as a certain type of economic strategy and policy of the state aimed at replacing imports with goods of national production. The low efficiency of institutional components in the system of regulation of import of goods gradually leads to the loss of competitiveness of individual branches of the economy even on the domestic market (Zhalilo Y.A., Gatsko V.D., 2006). The sectoral priorities of selective import substitution can be classified in three directions, such as the replacement of: imported resources, primarily energy; import of consumer goods; import of production goods. Each of the directions has features that depend on the availability of own resources and capabilities, the speed of circulation of working capital, the need for investments and the payback period of projects. The key factors that make it necessary to implement a strategy of selective import substitution in Ukraine include: ¼ loss of the domestic market by domestic producers; ¼ inhibition of scientific and technological progress; ¼ sharp devaluation of the national currency; ¼ dependence on the global market situation; ¼ decrease in demand for the main items of Ukrainian exports; ¼ decrease in the dynamics of industrial production. The consequences of implementing the strategy of selective import substitution should be: modernization of production; growth of added value created on the territory of Ukraine; reducing the impact of exchange rate fluctuations on the financial performance of the enterprise; creation of additional jobs and involvement of enterprises in production chains (Tarakanov M.L., Antonyuk P.O., 2022).

However, the share of imports should be lower than the share of domestically produced goods. The task of the strategy of import substitution of goods is to gradually create a system of incentives that will balance the relative efficiency and reconstruction of various types of industrial production and thus support the domestic production of intermediate goods by reducing the import of consumer goods, and subsequently stimulate their industrial production for export in the post-war period. The goal of selective import substitution of goods in the post-war period was to create conditions for its own producer of basic necessities, which would ensure food, energy, and economic security of the population and the state without external assistance. In this regard, the development of the theoretical concept of import substitution becomes especially relevant for the scientific substantiation of recommendations for overcoming structural imbalances in the production and foreign trade of Ukraine in the war and post-war times. If the policy of selective import substitution is accompanied by complexity, the experience of recent years has shown its clear inefficiency, because very often a poorly functioning industrial sector with significant underutilization of capacities, limited employment, and narrow prospects for increasing productivity was created (Helleiner J.K., 2000).

With absolute import substitution, imported goods are completely replaced by domestic ones within selective product markets. Therefore, it can be assumed that all the above definitions of the term "import substitution of goods" are not contradictory and characterize it in different aspects, complementing each other. However, this concept should be clarified in the context of selective management of import substitution of commodity markets and its impact on structural changes in the economy of Ukraine in the post-war period.

In our vision, the definition of the term...
“Selective import substitution of commodity markets” is the process of restoration, development, and expansion of national production of competitive import substitutes through the implementation of the state strategy for food security of commodity markets that meet the modern needs of the population and the market, which make it possible to increase the export of goods with high added value and settle Ukraine's balance of payments.

Main proposals: in our opinion, the effectiveness of the strategy of selective import substitution of goods can be achieved only by focusing on long-term comparative advantages; creation of a system for stimulating the development of the production of investment goods; reduction of customs taxation of innovative goods and technologies for production imported into the territory of Ukraine; further export orientation of industrial production of selective product markets in the post-war period.

Among the key tasks of the development of domestic import-substitutable goods, one should highlight the satisfaction of domestic demand, one of the growth factors of which is related to the increase in the real income of the population. It is possible to ensure the expansion of domestic import-substitutive productions on the condition that demand is met not only at the expense of imports, even in the case of a strengthening of the real exchange rate of the national monetary unit in the post-war period.

In order to stimulate domestic manufacturers in the post-war period, it is necessary to introduce measures to reduce the propensity to buy imported goods, the subjects of which should be import-substituting enterprises. To do this, it is necessary to increase the quality characteristics of goods, carry out a market analysis by means of a marketing comparison of domestic products with imported analogues, conduct regular checks on compliance with requirements, technical conditions, national and international standards of product quality (Kolodinskyi S.B., Dubnychsyyi V.I., 2021). The implementation of selective import substitution strategies in the post-war period should be closely related to the need to change the level of tariff protection. For this purpose, any customs and tariff measures for products of intermediate consumption, innovative products and technologies for import substitution production should be canceled; introduce zero rates of import duty on innovative goods and technologies; avoid duplication of control over product quality and safety, recognize in regional or bilateral agreements the results of export control instead of additional import control; introduce a post-audit procedure for the use of imported products, reduce VAT rates from 20% to 10%, depending on the saturation of the domestic market; establish tax incentives for producers of export products, reducing rates to 15%; to form the market infrastructure of selective commodity markets to support the export of domestic products.

Under such conditions, a means of saturating the domestic market with goods can be import substitution based on the implementation of tools and regulatory mechanisms that will allow to restrain the processes of import growth and improve its structure, while simultaneously focusing on the strategic priorities and tasks of the socio-economic development of Ukraine in the post-war period. At the same time, the effective functioning of subjects means a balanced consideration of the interests of both the subjects themselves and the state (society) as a whole.

The study substantiates and defines the system of multi-subject regulation of commodity markets, in particular, the economic system in general. Thus, a selective approach to the regulation of commodity markets (agro-food, chemical, PE, and others) with the mandatory participation of state and regional management bodies. A multi-subject approach to regulation in the market system is defined, taking into account system analysis - the system can be effectively managed only by another regulatory system.

First, let's consider the general theory of regulation, focusing on state regulation. State regulation of the economy is the purposeful activity of the state in the person of the relevant legislative, executive and control bodies, which, with the help of a system of various approaches and methods, ensure the achievement of the set goal and the solution of the most important economic and social tasks of the corresponding stage of the development of the economy, regulate economic relations in the country as a whole and in the region in particular.

In general, the regulation of the economy should be considered as a system that includes economic forms and methods of regulation, organizational management structures, legal norms and acts. To characterize the state regulation of the economy, it is possible to distinguish its three sides: methodological, organizational, and socio-economic.

The methodological side characterizes state regulation as a set of principles, forms, approaches, methods used in the regulatory system, a methodological base that ensures the development of various options and their implementation. As a
result, the effectiveness of the regulation system in a given direction, in the direction of the selected option, which ensures the achievement of the set goals and objectives, depends on the methodological base.

The organizational side of state regulation of the economy consolidates the unity of technical-economic and socio-economic relations and manifests itself through the system of organization and management of the national economy, its branches and spheres. It shows how the interaction of productive forces and production relations is carried out through certain economic forms, what is the role of realizing their potential opportunities laid down in property relations, what is the system of management bodies, what are its tasks and functions.

The socio-economic side allows us to reveal the country's economic system from the point of view of forms of ownership of economic resources and reflects the unity of socio-economic and technical-economic relations.

The authors emphasize that the selective approach is used, first of all, in the period of the economy's exit from the crisis and the recovery of the process of extended social reproduction. This is exactly the case we observe in the post-war period (Nikishina O.V., 2016).

According to the modern theory, scientists consider a selective policy that has a vertical macroeconomic character. This type of policy has a targeted impact on defined groups of objects subject to regulation. There are several levels of selectivity: from the support of an entire sector (or region), its subsectors, to the support of certain enterprises (their groups). As the level of selectivity increases, the effectiveness of the state's regulatory measures increases, while at the same time, the risks of incorrect management decisions regarding the selection of priority objects of regulation increase.

The use of a selective approach to regulate the development of commodity markets determines the need for a complex combination of measures under the overall system and selective policy. Such a market selective policy involves the implementation of a system-wide (or functional) policy because the directions of development are set by the target functions for each market. with the help of mechanisms and measures of selective regulation. It has a horizontal macroeconomic character, as it is aimed at ensuring a balanced and creative development of all sectors of the system of vertically adjacent commodity markets.

Selective regulation from the point of view of system analysis and the theory of management of complex economic systems in an applied sense can be interpreted as follows. This is a regulation based on three methodological approaches, namely:

- effective formation of the system of market regulation in the conditions of a market economy with the distribution of regulatory functions between regulatory entities according to the functions assigned to it;
- determination of the most necessary and vulnerable element of the market system (the market) as an object of regulation, which can have the greatest effect in terms of the development of this system;
- definition (development) of special (targeted) regulatory measures and mechanisms of their impact on the object of regulation (National Economic Strategy for the period up to 2030, 2021).

That is, selective regulation is based on the selection of such regulatory measures that would be extremely necessary at a given time for the system of the national economy, taking into account the proposed principles (characteristic of our time shortage of resources necessary for their implementation.

The principles of reverse logistics are closely intertwined with the principles of selective regulation (Lysyuk V.M., Buyukli-Taran T.P., Diordiev V.O., 2021). From the point of view of selective regulation, taking them into account suggests choosing exactly such regulatory solutions, which to the greatest extent allow achieving the intended goals (see Table 1).

<table>
<thead>
<tr>
<th>R1</th>
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<tr>
<td><strong>Reduce</strong></td>
<td><strong>Reusing</strong></td>
<td><strong>Recycle</strong></td>
<td><strong>Responsibility</strong></td>
<td><strong>Reproduction</strong></td>
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<tr>
<td><strong>Abbreviation</strong></td>
<td><strong>Recycle</strong></td>
<td><strong>Processing of raw materials</strong></td>
<td><strong>a) corporate</strong></td>
<td><strong>Reproduction</strong></td>
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<td></td>
<td><strong>Reusing</strong></td>
<td><strong>Responsibility</strong></td>
<td><strong>b) consumer</strong></td>
<td><strong>Reproducibility</strong></td>
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* Source: Table author's development.

Table 1.

The principle of circular economy proposed by the authors in the regulatory system is expedient to be observed in conditions of inefficient use of resources and significant accumulation of waste.
This approach and substantiation of a set of principles characterizes the circular economy as a direction of development of the economic system in conditions of limited resources at any level. And on the other hand, it is a guideline for the implementation of real measures for the development of commodity markets, where these principles are implemented in reverse logistics.

The introduction of selective principles of commodity markets also allows solving the problems of resource scarcity and environmental pollution that will arise in the post-war period, and also stimulates producers to improve their competitiveness through economic costs and the removal of green barriers in their international economic relations. As examples, we can cite the following:

- processing of winemaking waste according to the project of V.M. Osypov, allows obtaining new valuable products for the pharmaceutical, food, chemical, and fodder industries (Kozlovskiyi S.V., 2021);
- the development of a wholesale market of agricultural products with logistic functions in each region (according to the authors' project) will create conditions for: the development of domestic farming, an increase in the volume of production of domestic fruit and vegetable products, and the containment of inflation in this market. Among the key tasks of the development of domestic import-substitution industries in modern conditions, one should single out the satisfaction of domestic demand, one of the growth factors of which will lead to an increase in jobs, the use of own resources and the emergence of barriers in import supply chains. It is clear that each country can form its own policy-subject regulatory system, different from others, under the influence of historical traditions, features of the regional and economic structure, political preferences, etc. But in general, such a regulatory system has a typical structure consisting of subsystems of state, regional and corporate systems.

Selective regulation is based on three methodological approaches:

1) effective formation of the market regulation system with the distribution of relevant functions between regulatory entities;

2) determination of the most important and vulnerable elements of the market system as objects of regulation;

3) determination of selective regulatory measures and the mechanisms of their influence on the objects of regulation (Pyrozhkov S.I., Bozhok E.V., Khamitov N.V., 2021).

Using the analysis of economic losses during military operations, destruction of infrastructure and other economic objects, as well as using historical experience, the authors tried to predict the main characteristics of the state of the national economy, which may be in the post-war period. (Table 2.)

**An approximate description of the post-war state of the national economy**

<table>
<thead>
<tr>
<th>Expected general characteristics of the economic system</th>
<th>Problems and their directions solution</th>
<th>Markets subject to selective regulation to solve priority problems</th>
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</table>
The conducted study of the scale of import consumption in the economy of Ukraine made it possible to identify a number of main trends (Vasyltsiv T.G., Lupak R.L., Voloshyn V.I., 2021). We have to revive and develop the kind of economy that we will get in the post-war state. In an attempt to predict what kind of economy we will get in post-war times, we have applied three approaches and probably postulates. The first is that the market type of the national economy with market relations and market structure will remain. But at the same time, it is more focused on the pace of effective use of own resources in terms of their reproduction, preservation and direction only for national interests. It should be added that the market type of economy is recognized by most countries of the world and confirmed by practice as the most effective in comparison with others. The second postulate is based on research and consideration of modern economic processes in the world. Today, there is a fierce struggle in the resource markets. It is observed that countries that skillfully own resources (especially oil) are quite successful in the economic sense. These include some Asian countries, the USA, Russia, etc. And the profitable resources today should include not only energy, but also land, food, and human resources, that is, those on the basis of skillful use of which it is possible to build the country’s economic growth. (Laiko O.I., Yezhov M., Chechovich, Z.M., 2022).

That is why today the world is witnessing a fierce struggle in resource markets. Ukraine has become a victim of this struggle, which is taking place through military actions on our territory and with the participation of our population, which is suffering great losses, the consequence of which is also the destruction of infrastructure facilities and the housing stock, this gives reason to predict the transformation of the world economic system. We feel and predict that the time of the economy of finance is passing, the sign of which is the growing rate of inflation, especially in the resource markets. And the time of resource economy is coming.

The third postulate, which asserts the fact that the economy has acquired a logistic form, is proven by evidence that the functioning of markets in recent years obeys their logistical organization, and they are dominated by the processes of commodity exchange, commodity movement and other logistical processes. This postulate is supported by the data presented in Table 1.

The proven 2nd and 3rd postulates, as well as the very approach to forecasting the type, structure and post-war state of the economy (Table 2), can claim the scientific novelty of this study.

In the second chapter, it is proved that the post-war national economy in its recovery, further

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<tr>
<td>4</td>
<td>Tax dependence (from the supply of energy and food and financial resources)</td>
<td>1. Implementation of national and regional import substitution programs.</td>
<td>1. Markets of food and agricultural products.</td>
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<td></td>
<td></td>
<td>2. Application of circular economy principles in the market regulation system.</td>
<td>2. Energy markets (markets: oil, gas, electricity)</td>
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<td>3. Introduction of real support mechanisms for the domestic producer.</td>
<td>3. Construction markets.</td>
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<tr>
<td>5</td>
<td>Regionally distributed (full powers of regional authorities)</td>
<td>1. The need to expand the powers of regional authorities to regulate markets (incentives, benefits).</td>
<td>1. Regional markets of goods and services.</td>
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<td>2. Strengthening of requirements for regional authorities regarding responsibility in the implementation of government tasks and implementation of priority programs.</td>
<td>2. Markets based on the use of resources of regional original.</td>
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<td></td>
<td></td>
<td>2. Creation of effective logistics infrastructure of markets.</td>
<td>2. Improvement of the logistics infrastructure of markets, reconstruction of infrastructure entities.</td>
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* Source: Table author's development.
reconstruction and development should rely to a greater extent on the regional economy and in particular on the development of regional and local markets (Lysyuk V.M., Buyukli-Taran T.P., Diordiev V.O., 2021).

This thesis is consolidated with the 2nd postulate, which states that the main resource of any state is the human resource. And accordingly, one of the main tasks of the state in the post-war period becomes: the return, preservation and maintenance of lost human resources. As part of such a task, it is necessary to create conditions for the life and functioning of human resources.

Further reflection leads to the fact that since people (population) live in certain regions, cities, villages, it is necessary to create favorable conditions for their existence in the cities where they live. And precisely such a task should be clearly set by regional and local authorities, giving them certain powers and establishing responsibilities (Ukraine Sustainable Development Goals, 2021).

These opinions are emphasized by the cited research, and it proves that in the economic sense, the task of creating conditions for the population is realized through the development of local markets. It is shown that it is in the local markets in the regions that goods needed by consumers (people) circulate, and the population's expenses are connected to a greater extent with the purchase of these goods in local markets. Accordingly, the conclusion is formed that it is local markets that should become the primary objects of regulation in the post-war period. In this case, the need to apply a selective approach to the regulation of the post-war economy, the mechanisms of which are aimed at regulating local markets, is seen. The excess of imports over domestic production contributes to the displacement of domestic producers from the domestic market. This requires, first of all, a decrease in the share of imports in the gross accumulation. But this can have the opposite effect - reducing the supply of the latest and progressive equipment and equipment from abroad and updating the technological potential mainly with the help of domestic equipment, which is not advanced. Therefore, regulatory measures in this direction should be selectively balanced. Food product markets are characterized by dependence on imports, but a negative trend is a significant increase in the share of imports in the structure of domestic consumption (Tarakanov M.L., 2022).

In our opinion, in this field it is necessary to achieve price parity between agricultural producers, processing enterprises and trade organizations, to raise the prices of those imported food products that can be produced in sufficient quantities in Ukraine, to stimulate the export of finished domestic products with the help of a price policy, and not raw materials

Some primarily powerful protective countries are still pursuing a policy of protectionism, and its mechanism can safely be attributed to selective regulation. Guided by the internal interests of market protection, this policy primarily protects the interests of domestic corporations. At the same time, it is possible to apply both direct importers and quotas, customs barriers and even bans, as well as direct regulatory mechanisms (anti-dumping investigations). For example, the US applied protective customs barriers to Japanese car importers, as well as anti-dumping investigations against Ukrainian suppliers to their ferrous metal rolling markets.

The implementation of a selective policy of regulation in the system of state regulation in a system where the state concentrates attention and allocates resources to the development or specific market or the production of certain goods can have a synergistic effect, where the effect occurs in the field of improving the organization and logistics in the relevant market and improving the activities of adjacent supply or sales subjects. For example, the wholesale market of agricultural products in the form of a modern logistics center, as was planned back in 2010 with the adoption of the relevant law and the State program, will lead to an increase in the production of food products by improving the conditions for farmers to sell their grown products, in addition, it will allow increasing the export of these products, through the creation of conditions for the accumulation, sorting, preservation and certification of the State Customs Service of Ukraine in accordance with the requirements in the conditions of operation of logistics centers (On approval of lists of goods whose export and import are subject to licensing, and quotas for 2022).

For another example, years of efforts to raise the national milk market have not yielded results. In our opinion, due to the significant loss of cattle and the predominance of small commercial farms in the field of raw milk production, which made it impossible to raise the level of its technological armament and the level of quality. The adoption of the Law on the quality of dairy products in 2020 did not lead to an improvement in the situation, and numerous attempts to consolidate dairy farms through the creation of cooperatives did not provide the desired results. In our opinion, the method of selective selection should be used to search for more successful regulatory measures and mechanisms. Where is it possible to include,
for example, the mechanisms of integration of producers of dairy products (dairies) and farms producing raw milk. In addition, the desire to support medium-sized farms both in terms of increasing their livestock - at least 200 heads, and in terms of their technologically innovative equipment (milkers for milking cows) (Lysyuk V.M., Nicoliuk O.V., 2022), veterinary services and further development in terms of diversification of their activities (Regarding ensuring the stable work of food producers under martial law, 2022). The implementation of the state policy of selective regulation should take place according to the following block diagram (Figure 1).

Fig. 1. Block diagram of implementation of selective regulation
*Source: Figure author's development.

The block diagram sequentially defines the stages of such implementation and definition of target functions (tasks) that the state imposes on the economic system (commodity markets), and these tasks can be defined in the form of target functions determined by the country's government (stage one). The second stage determines the objects of market regulation of the real sector of the economy, which the state recognizes as those that should be subject to priority - selective regulation (markets of agro-food products, energy and PEK systems, and others). At the third stage, necessary regulatory actions are determined, depending on the state of one or another market and defined target functions (Kramskyi S.O., 2022). The fourth stage - if the regulatory actions did not lead to positive changes, then the feedback of the search for the shortcomings of the previous decisions is included. The fifth stage is a return to the previous stages. The sixth stage is making the necessary corrections and changes.

**Conclusions and perspectives of further research.** The theory of import substitution does not provide an answer to questions about the principles and methods of choosing selective markets for the implementation of this strategy, but is its economic and administrative tool. As the analysis shows, the policy of import substitution in Ukraine has never been carried out systematically, which in the end had a serious impact on the domestic economy. According to the results of a comparative analysis of tariff regimes, Ukraine is in a disadvantageous situation with regard to the possibility of applying a customs tariff to protect the domestic market compared to its trading partners. The low efficiency of institutional components in the system of regulation of import of goods gradually leads to the loss of competitiveness of individual sectors of commodity markets. A purposeful policy of supporting domestic manufacturers, especially domestic markets, was not carried out in the
country, which led to negative consequences.

The sectoral priorities of selective import substitution can be classified according to three directions, such as the substitution of: imported resources, primarily food and energy; import of consumer goods; import of production goods. The dependence of domestic market saturation on foreign trade is currently actualizing the issue of state regulation of export-import flows. The structure of the formation of the product supply of the internal product market of Ukraine as a whole indicates significant disproportions between the production potential and the needs of the internal market, and also reflects significant pressure from the import side. The basis of the effective functioning and development of the domestic market should be competitive domestic products, which can be ensured as a result of the implementation of the strategy of selective import substitution.

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