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РЕГУЛЮВАННЯ ЕКОНОМІКИ ДЕРЖАВИ У ПОВОЄННИЙ ПЕРІОД НА ЗАСАДАХ СЕЛЕКТИВНОГО ІМПОРТОЗАМІЩЕННЯ

Актуальність. Сучасні кардинальні зміни світової кон'юнктури ринків впливають на внутрішньодержавні 
економіки, як розвинутих, так і не зовсім. Змінюється під таким впливом не тільки структура економіки, а й 
відносини. Причому вплив на останні більш помітний, що мають 
враховувати уряди, й система розподілу 
ресурсів і в цілому системи її регулювання.

Спонукальні мотиви для держав застосування політики селективного імпортозаміщення обумовлені 
необхідністю врахування і пристосування до змін кон’юнктури світових ринків.

Запропоновано авторське бачення і можливий прогноз стану економіки і ті проблеми, що можуть 
виникнути перед країною і регіонами у результаті економічних втрат від військових дій. Обґрунтовується 
необхідність селективного підходу до регулювання товарних ринків з обов’язковою участю державних та 
регіональних органів управління, корпорацій. Наводиться методологічна сутність його з розкриттям 
механізмів регулювання, функцій та повноважень суб’єктів регулюючої системи. Дослідження призначені для 
визначення та обґрунтування напрямів оперативного регулювання, утворення та сформовання у повоєнний 
період економічній системі та її подальшого розвитку.

Мета та завдання: розробка ефективного підходу до регулювання економіки держави у повоєнний період 
на засадах селективного імпортозаміщення.

Завдання, що були поставлені перед дослідженнями для досягнення мети зводяться до наступних 
визначень:
- загальні теоретичні положення теорії імортозаміщення та можливості їх застосування в повоєнних 
умовах України;
- особливості та принципи спонукальних мотивів застосування політики імпортозаміщення у повоєнний 
час;
- ефективні підходи запровадження селективної політики імпортозаміщення у повоєнний період;
- механізми і заходи впровадження політики імпортозаміщення.
Матеріали та методи дослідження базуються на: даних державної служби статистики України, Світового банку, публікаціях наукових статей та засобів масової інформації, історичному досвіді, динамічному співставлення, контент-аналізі, групуванні, класифікації, моделюванні, прогнозуванні тощо.

Результати дослідження містять:
- визначення (уточнення) сутності політики селективного імпортозаміщення;
- обґрунтування необхідності об’єднання двох теорій – імпортозаміщення і селективного регулювання;
- визначення спонукальних мотивів впровадження в державі політики селективного імпортозаміщення у прив’язці до відповідного часу і стану економіки її стратегічних ринків;
- методичний підхід визначення та вибору економічних механізмів, що можуть і мають реалізувати політику селективного імпортозаміщення в країні;
- визначені сектори національної економіки і ринки, до яких у першу чергу мають застосовуватись цільове регулювання;
- запропонований метод визначення комплексу механізмів, що можуть бути застосовані при реалізації політики селективного імпортозаміщення та вибору з нього цільових завдань.

Висновки. Отримані у ході дослідження висновки зводяться до наступних:
- головним завданням держави у посткризовий (повоєнний час) до речі, як і всіх інших перехідних періодів - це збереження ресурсів (людських, природних, інфраструктурних, енергетичних, продовольчих тощо);
- отже ринки, на яких ці ресурси обертаються у якості товару, мають бути під жорстким державним контролем, а враховуючи що вони під час кризи, війни, значно потерпають і втрачають свої активи, ресурси, то і підлягають жорсткому цільовому регулюванню;
- найбільш підходящим та ефективним методом економічного регулювання ринків для посткризових країн, що втратили значну частину своїх ресурсів (у тому складі Україна) є метод селективного імпортозаміщення.

Ключові слова. Селективне регулювання, посткризова (повоєнна) економіка, ресурси, імпортозаміщення, ринки товарів, механізм, політика селективного імпортозаміщення.

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REGULATION OF THE STATE ECONOMY IN THE POST-WAR PERIOD ON THE BASIS OF SELECTIVE IMPORT SUBSTITUTION

**Topicality.** Today's drastic changes in the global market situation affect domestic economies, both developed and that are not. Under such influence, not only the structure of the economy changes, but also relationships. Moreover, the impact on the latter is more noticeable, which should be taken into account by governments, the system of resource distribution and, in general, the system of its regulation.

The motivations for states to apply the policy of selective import substitution are due to the need to take into account and adapt to changes in the global market situation.

The proposed author's vision and possible forecast of the state of the economy and those problems that may arise for the country and regions as a result of economic losses from military operations. The need for a selective approach to the regulation of commodity markets with the mandatory participation of state and regional management bodies and corporations is substantiated. The methodological essence of it is presented with the disclosure of regulatory mechanisms, functions and powers of the subjects of the regulatory system. The research is intended to determine and substantiate the directions of operational regulation, formed and formed in the post-war period of the economic system and its further development.

**Aim and tasks:** development of an effective approach to regulating the state economy in the post-war period on the basis of selective import substitution.

The tasks that were set before the research to achieve the goal are reduced to the following definitions:
- general theoretical provisions of the theory of import substitution and the possibilities of their application in the post-war conditions of Ukraine;
- peculiarities and principles of motivating motives for the application of import substitution policy in the post-war period;
- effective approaches to introducing a selective policy of import substitution in the post-war period;
- mechanisms and measures of implementation of import substitution policy.

**Research materials and methods** are based on: data of the State Statistics Service of Ukraine, the World Bank, publications of scientific articles and mass media, historical experience, dynamic comparison, content analysis, grouping, classification, modeling, forecasting, etc.

**Research results** of studies include:
- definition (clarification) of the essence of the policy of selective import substitution;
- justification of the need to combine two theories - import substitution and selective regulation;
- determination of the motivations for the introduction of the policy of selective import substitution in the state in relation to the appropriate time and state of the economy of its strategic markets;
- a methodical approach to the definition and selection of economic mechanisms that can and should implement the policy of selective import substitution in the country;
- defined sectors of the national economy and markets to which targeted regulation should be applied in the first place;
- the proposed method of determining a complex of mechanisms that can be applied in the implementation of the policy of selective import substitution and the selection of target tasks from it.

**Conclusion.** The conclusions obtained during the research are summarized as follows:
- the main task of the state in the post-crisis (post-war) period, by the way, as in all other transitional periods, is the preservation of resources (human, natural, infrastructural, energy, food, etc.);
- therefore, the markets on which these resources circulate as goods must be under strict state control, and given that during a crisis, war, they suffer significantly and lose their assets, resources, they are subject to strict targeted regulation;
- the most suitable and effective method of economic regulation of markets for post-crisis countries that have lost a significant part of their resources (including Ukraine) is the method of selective import substitution.

**Keywords.** Selective regulation, post-crisis (post-war) economy, resources, import substitution, commodity markets, mechanism, policy of selective import substitution.

**Problem statement and its connection with important scientific and practical tasks.**

One of the most important features of the development of the modern world is the strengthening of globalization processes. Globalization leads to increased interdependence of national economies, mutual influence and interconnection of various spheres and processes in the world economy. The economic openness of national economies leads to the deepening and diversification of economic forms, the expansion of the scope of its interaction with the outside world. However, the inconsistency of the country's production structure with the needs of the domestic market leads to an excessive increase in the import of goods, which, accordingly, leads to an increase in the country's import dependence. In these conditions, the implementation of the policy of import substitution is one of the factors influencing the structural shifts of national production. That is why it is especially important to reveal the category of import substitution and its place in the
process of transformation of the country's economy (An Chen, 1999). In this regard, it is appropriate to highlight some aspects related to the problem of overcoming economic dependence, which prompted the governments of many countries to implement import substitution policies.

In the classical approach, the competitiveness of countries in the world markets of goods and services in modern conditions is determined not so much by the volume of exports of finished products, but by advantages in certain types of activities that reflect the country's participation in global value chains. Today, for Ukraine, this applies, first of all, to such markets as the labor market. As is well known, Ukraine loses a significant number of human resources during hostilities (both dead and wounded, as well as migrants who have left the country). In addition, we are losing sources of supply of energy resources (oil, gas, coal, nuclear energy), which forces us to turn to external supplies (Burkynskyi B.V., Nikishina O.V., 2023).

So, there is no question of advantages, if we turn to the situation of the economy in the post-war period and the goal of survival. Today, when Ukraine is still at war and continues to lose its resources and becomes more and more dependent on imports, we should consider slightly different approaches to the implementation of import substitution policy and the regulation of these processes (Lysyuk V.M., Lozova T.P., 2023).

First, unlike classical approaches, the goal of implementing such a policy is to preserve existing and return lost economic resources, and in general to win back the economy (reconquest).

Secondly, we cannot afford to be in the uncertainty of Ukraine's economy for a long time, which leads to further loss of resources.

Thirdly, the global transformation of economic processes of selective markets has a significant impact on domestic economic policy, especially in terms of import substitution. Thus, Ukraine, being a member of the WTO, undertook certain obligations to limit the introduction of tariff policy, and in general, to the policy of import substitution.

It was these circumstances that prompted us to study the problem of implementing the policy of selective import substitution.

Analysis of recent publications on the problem.

The authors devoted their research to the identified problem: B.V. Burkynskyi, V.M. Geets, S.I. Pyrozhkov, E.M. Libanova, O.V. Nikishina, Ya. Zhalilo, R. Spivak, A. Elyanov and foreign specialists: J. Jacobs, J. Heleiner, H. Chenery, A. Strawn, A. Chen, R. Prebish, R. Grabovski, and others. However, the problems of selective import substitution were not sufficiently clarified, and, especially, in terms of the motivation for implementation and justification of the mechanisms for their implementation.

Allocation of previously unsolved parts of the general problem.

Numerous researchers have dealt with the problems of increasing the efficiency of the economic system. But the binding of its solution to regulation, using the principles of selective import substitution, remained undefined. In addition, the methodology for selecting regulatory mechanisms based on these principles has not been developed either. This is what we devoted the research described in the article.

Formulation of research objectives (problem statement).

The main goal of our research presented in the article is to develop the most effective approach to regulating the state's economy in the post-war period in order to bring the state's economic system to an effective path of sustainable development.

The tasks that were set for the research to achieve the goal are reduced to the following definitions:

1. General theoretical provisions of the theory of import substitution and the possibilities of their application in the post-war conditions of Ukraine;

2. Peculiarities and principles of motivating motives for the application of import substitution policy in the post-war period;

3. Effective approaches to introducing a selective policy of import substitution in the post-war period;

4. Mechanisms and measures of implementation of import substitution policy.

Materials and methods.

Research and conclusions are based on: data from the State Statistics Service of Ukraine, the World Bank, publications of scientific articles and mass media, historical experience, dynamic comparison, content analysis, grouping, classification, modeling, forecasting, etc.

An outline of the main results and their justification.

Analysts note that they cannot confirm the relevance of the calculations for the territories where hostilities are taking place. Therefore, should clarify this concept in the context of selective management of processes of import substitution of goods in the markets of their impact on structural shifts in the economy of Ukraine in the post-war period. But first, let's turn to the
theoretical analysis of well-known authors regarding the content of the category of import substitution and approaches to the implementation of such a policy. Content analysis of the category of import substitution according to the vision of different authors presented in Table 1.

<table>
<thead>
<tr>
<th>№</th>
<th>Implementation of import substitution policy</th>
<th>The authors</th>
<th>Essence (content)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. Regulation of the structure of foreign trade. Selective use of different strategies</td>
<td>C. Wert, 2023</td>
<td>Import substitution is divided into: natural, as a result of structural changes in the conditions of free trade, which is caused by an international shift in terms of trade; political and economic, induced import substitution, which is implemented by various strategies.</td>
</tr>
<tr>
<td>2</td>
<td>Selective substitution of imports on domestic markets</td>
<td>A. Chen, 1999</td>
<td>With relative import substitution, imports are replaced only partially by domestic products within selective product markets.</td>
</tr>
<tr>
<td>3</td>
<td>Applying the policy of selective protectionism</td>
<td>R. Prebisch, 2023</td>
<td>Import substitution as a form of selective protectionism can confront the problem of worsening trade conditions associated with the peculiarities of the international division of labor, discriminatory trade policy of developed countries and changes that occur under the influence of scientific and technological progress.</td>
</tr>
<tr>
<td>4</td>
<td>Implemented: - the strategy of protectionism, which simultaneously stimulates both import substitution and export; - a strategy of de facto import substitution, with a simultaneous limitation of export promotion and import substitution; - a typical free trade strategy.</td>
<td>R. Lang, 1992</td>
<td>Import substitution as an opportunity to simultaneously implement the strategy of import substitution and export stimulation.</td>
</tr>
<tr>
<td>5</td>
<td>Introduction of the policy of protection of internal markets for some of the most vulnerable industries</td>
<td>R. Grabovski, 1994</td>
<td>The policy of import substitution is a prerequisite for stimulating exports, that is, it is first necessary to implement the policy of import substitution, which will make it possible to stimulate the growth of demand in certain industries, at a pace that will outpace domestic consumption.</td>
</tr>
<tr>
<td>6</td>
<td>Selective support of domestic production, import regulation</td>
<td>A. Elyanov, 2004</td>
<td>Import substitution can be understood as &quot;...a relative reduction or stoppage of the import into the country of the corresponding product in connection with the organization of the production of the same or similar product on the spot.&quot;</td>
</tr>
<tr>
<td>7</td>
<td>Stimulation of domestic production</td>
<td>R. Spivak, 2010</td>
<td>The process of import substitution is &quot;...increasing the production and domestic consumption of domestic goods while reducing the consumption of imported goods (in physical terms).&quot;</td>
</tr>
<tr>
<td>8</td>
<td>Increasing the requirements for quality characteristics of imported goods (introduction of control), increasing the competitiveness of own products</td>
<td>E. Nazarchuk, 2019</td>
<td>Attention is paid to the quality characteristics of the products of domestic manufacturers, which should displace the imported analogue from the market due to its more attractive consumer properties.</td>
</tr>
<tr>
<td>9</td>
<td>Stimulation of domestic production of import substitute products</td>
<td>Pylushchik I.A., Ogorodnyk R.P. 2021</td>
<td>Import substitution is a reduction or cessation of the import of certain goods by displacing (replacing) them from the domestic market of the country with similar domestic goods, which are characterized by higher consumer qualities and lower cost.</td>
</tr>
<tr>
<td>10</td>
<td>Stimulation of domestic production of import substitute products</td>
<td>J. Zhalilo and V. Gatsko, 2006</td>
<td>Import substitution is a policy aimed at reducing the need of the country’s national economy to import certain types of goods by increasing the share of sales on the domestic market of goods produced on its territory.</td>
</tr>
</tbody>
</table>

It was developed by the authors according to (An Chen, 1999; Burkynskyi B.V., Nikishina O.V., 2023; Lysyuk V.M., Lozova T.P., 2023; Werth C., 2023; Prebisch R., 2023; Lang N., 1992; Grabowski R., 1994; Elyanov A., 2004; Spivak R.V., 2010; Zhalilo Ya.A., Gatsko V.M., 2006).
Analysis of the content and theory of import substitution and possible approaches to its implementation in practice made it possible to distribute the approaches (1-10 according to table 1) according to the author's definition as follows:

1. Implementation of foreign trade regulation measures by establishing entry barriers for imported goods (customs tariffs, technical conditions, sanitary barriers, quotas, etc.) (approaches 1, 3, 4, 5, 6, 9).

2. Implementation of protectionist policies to protect domestic markets (the same measures with the additional application of increased customs tariffs, anti-dumping investigations) (approaches 1, 3, 4, 5, 6, 9).

3. Stimulation of domestic production of competitive goods substitutes for imported products in order to replace them with imports. This is an acceptable legitimate market approach (approaches 2, 6, 7, 8, 9, 10).

4. Regulation of domestic demand for imported goods by stimulating:
   - trade in domestic substitute goods (trade preferences);
   - purchase of domestic substitute goods (benefits for buyers, state orders for producers);
   - conducting advertising campaigns regarding the advantages of domestic goods (approaches 5, 6, 9, 10);

5. Implementation of various strategies with simultaneous stimulation:
   a) reducing imports and increasing the production of import-substitute goods;
   b) reduction of imports, excluding intermediate consumption goods, which are needed to establish internal production of substitute goods;
   c) export of surplus production to replenish the budget (financial resources) (approaches 1, 4, 5).

The attempt of some authors to apply a selective approach to the implementation of import substitution policy draws attention.

Thus, C. Werth proposes to use different strategies in this policy, such as those that solve target tasks, and A. Chen - selective import substitution. R. Prebish is also inclined to introduce selective protectionism, the same approach is followed by R. Lang, A. Elyanov and others.

In general, in most of the analyzed approaches, the implementation of the import substitution policy is directly or indirectly visible in their general characteristic (property) - they are implemented according to the principle of selective determination of specific objects of regulation, mechanisms, tools and measures for the implementation of the policy of import substitution regulation. This approach has all the signs of selectivity. This gives us reason to recommend a selective approach to the implementation of import substitution policy in our country (Werth C., 2023).

In our vision, the definition of the concept of "Selective import substitution of commodity markets" is the process of restoration, development, and increase of national production of competitive import substitutes through the implementation of the state strategy for food security of commodity markets, which meet modern needs and make it possible to increase the export of goods with high added value and regulate balance of payments of Ukraine. Thus, we start from such positions in the post-war economy, which significantly lost economic resources during hostilities and is in the survival stage. The main goal will be its survival as an economic system capable of functioning, as well as the preservation and reproduction of the resources necessary for this, first of all in turn - human, financial, material, such as: food, energy, etc. It will be necessary to ensure the conditions for the effective functioning of these resources in interaction with each other and the maximum use of own resources with minimal external support. In the future, in our opinion, the effectiveness of the strategy of selective import substitution of goods can be achieved only by focusing attention 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 (Lysyuk V.M., Kramskyi S.O., 2023). During hostilities, the state significantly loses its economic potential, especially human, food, energy, and production resources. Therefore, the primary measures of selective regulation should be the restoration of these resources (Burkynskyi B.V., Nikishina O.V., 2019).

The problem of preserving human resources in the post-war period is relevant as always in a country that wants to preserve its independent existence, is in the first place. However, the state of the national economy is not capable of independently providing the necessary conditions for 100% satisfaction of the population's needs in the war and immediate post-war periods. Relying on foreign aid - loans, import of necessary goods - is a very shaky position, and the state and the population have little financial resources. Therefore, it is worth working out the task of
import substitution and support of own production, and to direct the regulatory policy to this.

It should be noted that without resource provision, society and the economy cannot function effectively. Resource security with material (energy and food) resources gives competitive advantages to any country on world markets, as well as the ability to ensure the effective functioning of its own domestic markets. Therefore, it is necessary to maximally and effectively use our own national resources, which are many, precisely to preserve the main resource - human, and to ensure its reproduction.

Today, observing the world processes regarding the redistribution of resource markets and the growth of inflationary processes, it can be stated that the economic growth of Ukraine is possible and expedient based on the effective use of its own resources. Based on previous studies, using the proposed approach, the (forecast) post-war state of the national economy and its individual characteristics were determined (Burkynskyi B.V., Nikishina O.V., 2019).

Such an approach in further research will allow to identify objects in the economic system that should be subject to regulation.

Based on the results of the research, the factors that will influence the formation of the state of the national economy in the post-war period have been determined:

- destruction of infrastructure (loss of resources and population);
- population demand (primary needs);
- preserving the market structure of the national economy;
- the influence of world economic processes on the transformation of markets, changes in the rules of the game;
- logistics trend in the development of markets with the dominance of supply logistics;
- resource orientation in ensuring the national economy.

In order to preserve and reproduce the human resource on which the state is based and formed, it is necessary to restore and reproduce the economic basis on a new basis. Strategic markets for goods and services are important for this.

The choice of markets as objects of regulation based on their importance is justified by the following:

- providing the population with essential goods that circulate on these markets;
- the ability of business entities of these markets to fill the budget.

The problem of finding effective solutions, according to our chosen goal and tasks, is a combination of two theories (Burkynskyi B.V., Lysyuk V.M., Tarakanov M.L., 2018).

The first is the theory of selective regulation and the second theory is import substitution. We have previously indicated that we link this problem to food markets, as one of the main sources of preserving human resources and ensuring the food security of the state. Considering the problem of restoring the country's economy in the post-war period, we can identify 3 ways to solve it.

The first is based on the foreign trade sphere, the mechanisms of which export - import, as a classic example of commodity-monetary exchange market transactions, allows to balance the commodity-monetary structure of the domestic market. Foreign trade activities are realized through the sale of commodity surpluses (exports) and the purchase of missing but necessary internal needs of goods. Import thereby ensures balanced and effective functioning of domestic markets and consumer needs. (Law of Ukraine. About sanctions. Information of the Verkhovna Rada, 2014).

Most experts, when trying to solve the problem of import substitution, focus on regulating foreign trade activity through balancing the foreign trade balance. Basically, they propose to use the mechanisms of incoming customs barriers (tariffs), as well as international regulation and licensing. Unfortunately, WTO membership limits our ability to take such an approach, so we offer a selective approach. In addition, such an approach does not make it possible to define and substantiate effective and efficient regulatory mechanisms.

The second way is to direct all efforts to the revival of national production. This path should be implemented in all spheres of the economy, in almost all markets, in the extreme case – strategic ones: in industry, energy, agriculture. And at the same time, we should not forget the social sphere, which should ensure the satisfactory functioning of human resources.

Due to the above-mentioned problems, as well as due to the exhaustion of financial, human and material resources, the second option of implementing the policy of import substitution in the country with the post-war state of the economy without serious help from the outside is not feasible. Therefore, we offer a third option for choosing a regulatory policy - selective import substitution. (Danchuk V.D., Alkema V.G., Sevostianova A.V., Bakulich O.O., 2020).

Analyzing the theory of selective regulation, we consider it expedient to emphasize that it is based on the choice of the best and most expedient solutions, objects, mechanisms of regulatory
influence for the given time. Therefore, the implementation of such a policy forces us to look for and choose such mechanisms.

First of all, we note that significant provisions of the theory of selective regulation, and, especially, the directions and mechanisms of implementation overlap and are even closely related to the provisions of such economic theories and methodologies as:
- economic integration (in particular: leasing, franchising, outsourcing);
- application of target mechanisms and approaches to solving strategic state tasks (Nikolskyi V.V., 2020);
- state contracts, public-private partnership (PPP), concession (Kolodinskyi S.B., Dubnitskyi V.I., 2021);
- logistic organization of markets (Nazarchuk E.N., 2019);
- protectionist policies (Ostashko T.O., 2021);

A rather attractive way is the organization of internal markets due to the development of one's own commodity production in the field of: industry, energy, agriculture, etc. For this, as practice shows, there are not enough internal resources, especially financial ones, which require their external involvement. In addition, it is necessary to solve certain time costs of the problem of obtaining processing and using internal resources.

Therefore, we are inclined to implement a flexible policy of selective regulation. Recognizing that the objects of regulation, according to our approach, are the markets of the real sector of the economy, as well as the fact that regulatory measures for them should have a certain influence on their effective (according to our tasks) functioning and development, we can imagine the nature of such influence (see Table 2).

Table 2
The nature of the impact on objects (markets) when applying regulatory mechanisms borrowed from different directions

<table>
<thead>
<tr>
<th>№</th>
<th>Directions of economic development</th>
<th>Nature of influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Targeted infrastructure restoration mechanisms: PPP, state contracts, concessions.</td>
<td>Involvement of corporate resources in the execution of government orders.</td>
</tr>
<tr>
<td>3.</td>
<td>Mechanisms of reverse logistics based on the circular (closed) economy model.</td>
<td>Stimulating incentives for efficient use of resources.</td>
</tr>
<tr>
<td>5.</td>
<td>Logistic organization of markets (goods movement).</td>
<td>Improving the logistics of markets, increasing their efficiency</td>
</tr>
<tr>
<td>6.</td>
<td>Tender selection of the best regulatory solutions.</td>
<td>Encouragement to increase competitiveness.</td>
</tr>
</tbody>
</table>

*development of the authors.

To the specified directions of economic development and mechanisms of their practical implementation, in our opinion, mechanisms and tendencies of tender selection should be added when making regulatory decisions: projects, program plans, etc., as a means of stimulating internal motivations for implementation through competition mechanisms.

In addition, and this applies to a greater extent to the war and post-war times, sanctioning mechanisms should be added to such a list as a factor of coercion to perform urgent state tasks (Plyushchik I.A., Ogorodnyk R.P., 2021).

Possible directions of economic development and the mechanisms used in the implementation of these directions are shown in Table 2. These directions are selected and recommended by us for use in view of the possibility and effectiveness of application in the policy of selective import substitution in the post-war period. In order to obtain results faster, the choice of the regulatory mechanism should also focus on the nature of the impact of its application on economic development and the capacity of the regulator.

These theories, their origins and mechanisms were previously researched and described by us in printed publications, in particular, the first three directions are described in the monograph...
(Nazarchuk E.N., 2019), the mechanisms of effective logistic organization of markets are given in monographs (Ostashko T.O., 2021) and numerous articles, in which the problems of the introduction of protectionist policy and circular (closed) economy and reverse logistics in Ukraine are investigated.

So, from each of the indicated areas, depending on the state of the regulated object, the set goal (task), preferably with the formalization of the target function and the availability of regulatory resources, we can choose a mechanism based on the nature of its regulatory influence on the object and the guaranteed result.

**Conclusions and prospects for further research.** The results obtained during the research made it possible to draw the following conclusions:
- the main task of the state in the post-crisis (post-war) period, by the way, as in all other periods, is the preservation of resources (human, natural, infrastructural, energy, food, etc.);
- therefore, the markets must be under strict state control, and, considering that during crisis (war) operations, they suffer significantly and lose their assets, they must be subject to strict targeted regulation; the most suitable method of economic regulation of markets for post-crisis countries that have lost a significant part of their resources (including Ukraine) is the method of selective import substitution.

The incentives for the state to apply the policy of selective import substitution are conditioned by the following:
- taking into account and adapting to changes in global market conditions;
- the need to apply the most effective policy of preserving and strengthening the independence of the state by reducing debt obligations and protecting domestic markets;
- taking into account the recommendations regarding the recognition of the policy of selective import substitution as the most effective, in the appropriate conditions and time, and circumstances (post-crisis and post-war);
- taking into account the fact that the goals of implementing the policy of selective import substitution coincide with the motivations for obtaining the expected results.

As for further research on the issues identified in the article, the following directions look promising:
- determination of specific measures by borrowing from various areas of economic development (Table 2) such mechanisms capable of solving the task of selective import substitution, as well as forming a set of measures from them, which can be recommended to the government as various programs when implementing the policy of selective import substitution;
- establishment of mechanisms for the strict binding of government activities to the motivations for the implementation of the policy of selective import substitution, including sanctioning mechanisms.

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