

Development of insurance, opportunities and practical experience in the formation of social and economic security (regional aspect)

O. Vyshnevska*

Mykolaiv National Agrarian University
54008, 9 Georgiy Gongadze Str., Mykolaiv, Ukraine

Abstract. The development of modern business, the implementation of approaches to local, regional (territorial) development encourage the activation of the spread of the insurance sector. Mechanisms for the introduction of appropriate financial levers make it possible to neutralize threats and increase the financial stability of market entities, which is proven by the experience of European states. The purpose of the study is to substantiate the essence, features and main tasks in the field of insurance, to determine the priority directions of the development of the insurance market, to coordinate the interests of the participants and effective partnership in view of the need to form prerequisites for the socio-economic stability and security of the state and its individual regions. The main task of the research is to assess the situation, existing forecasts and determine the priority directions of the development of the insurance sector, taking into account the needs of society, interests, partnership mechanisms, including at the international level. Methods of scientific knowledge were used during the research. The author has researched the essence and development possibilities of the insurance sector, taking into account the practical experience of the countries of the world and modern trends in the insurance market. The importance of the insurance sector for society, regional development and increasing opportunities in the field of investment activity has been proven. Regional features were analyzed and priority directions of development were determined, taking into account the needs of spheres and branches of the economy, territorial communities. The effect of effective interaction of insurance market participants on the possibilities of expanding insurance services is determined. The relevance of partnership in the implementation of insurance approaches and mechanisms of interaction between participants was determined. The author stipulates the need to regulate the interests of all participants, as well as mutual coordination of actions and levels of responsibility, opportunities for public-private partnership in regional development, investment activities. The need to guarantee the practical results of interaction in the field of insurance and the formation of prerequisites for social and economic security, including taking into account regional characteristics, is stipulated. The results of the author's research can be used for further research in the field of insurance, interaction of participants on the basis of partnership

Keywords: globalization, investment activity, public-private partnership, strategic priorities, insurance premiums, insurance risks

INTRODUCTION

The development of modern business, the implementation of approaches to local, regional (territorial) development encourage the activation of the spread of the insurance sector. Mechanisms for the introduction of appropriate financial levers make it possible to neutralize threats and increase the financial stability of market entities, which is proven by the experience of

European states. The urgency of the issue has significantly increased due to the spread of the COVID-19 pandemic, as most business structures were not prepared for such challenges and significant financial losses.

It is the development of insurance that provides an opportunity to ensure the neutralization of threats and determines potential opportunities for leveling

Article's History:

Received: 03.05.2022

Revised: 23.07.2022

Accepted: 26.08.2022

Suggested Citation:

Vyshnevska, O.M. (2022). Development of insurance, opportunities and practical experience in the formation of social and economic security (regional aspect). *Ukrainian Black Sea Region Agrarian Science*, 26(3), 9-19.

financial risks in the activities of individual market entities, encourages the implementation of approaches in the development of spheres, industries and territories. Insurance is a tool for protection against possible risks in various spheres and branches of the economy. Insurance ensures the process of reproduction and socio-economic stability in society (social security), and also acts as a source of investment capital. The advantages of the insurance sector are indisputable, as they provide prerequisites for development and reduce activity risks through insurance protection of participants' interests. Insurance acts as a flexible system that is able to adapt market entities to internal and external challenges through appropriate financial support, insurance mechanisms perform social functions at the state level (medical insurance, pension insurance). Modern international relations and partnerships with international organizations at the state level take place with the participation of insurance companies (international investment projects, grant projects, joint projects, international logistics, etc.).

In view of the existing need to expand the scope of insurance services, it is appropriate to note that insurance in the global environment is a requirement of the time and ensures: stability of the development of spheres and industries, territories; compensates for the loss and ensures the continuity of the activities of individual market entities; creates insurance funds that are converted into investment capital; ensures the solvency of the policyholder at different levels of management; development of international partnership; protection of rights in research and IT spheres; situation monitoring and social orientation of insurance services (insurance due to the spread of COVID-19); protection of the individual at the state level and social stability in society through social support programs; formation of prerequisites for guaranteeing the socio-economic security of the state and its individual regions.

The experience of the countries of the world proves that the effectiveness of the insurance market and the effectiveness of the interaction of its participants make it possible to ensure the social protection of the population, the development of spheres and branches of the economy, territories (the experience of the USA, Canada) [1].

Currently, the fastest rates of spread of insurance services are taking place in Asian countries. It is predicted that the main contribution to the development of international insurance will be left to China, which has significantly increased the capacity of the insurance market in the last 5 years. It should be noted that in recent years, developed insurance markets have slowed down, priority is given to the markets of developing countries, including at the expense of medical insurance [1].

The Swiss Re Institute, in its review "Global Insurance: The Great Eastward Turn Continues", notes that global insurance premiums have surpassed the \$5 trillion mark, equivalent to 6.0 percent of global gross domestic product. Analysts note that the increase in the level of insurance premiums is based on the stability of the growth of circulation in the field of general insurance, especially in Asian countries [1].

The relevance of the issue regarding the development of insurance and its influence on the socio-economic development of territories, spheres and branches of the economy is indisputable. Global processes and phenomena, especially due to the spread of the pandemic, have significantly expanded the possibilities of health insurance, which has a direct connection with social mechanisms at the state level. Taking into account the peculiarities of the state and a separate territory, opportunities are formed in the development of the insurance sector. The experience of the countries of the world can serve as a best practice for the introduction and expansion of the sphere of providing insurance services, protecting the population and guaranteeing social and economic security.

The successful operation of insurance companies is the protection of the interests of the participants in the process, the interests of the state and a priority in the socio-economic development of the regions. Providing opportunities for the development of insurance is connected with the need to settle interests and relationships, there is a partial redistribution of national income and the total social product through the process of creating an insurance fund. The role of insurance in the conduct of investment activities, implementation of international agreements and projects is significant. The development of the insurance sector is closely related to the interests of all groups of participants in the process and mechanisms for the protection of the insurance market at the state level due to the possible effect of rare events and the effect of accumulation. During the research, it is advisable to take into account the fact that the insurance carries out the distribution of the damage among the participants of the insurance, which is of a closed nature. International principles of cooperation in the field of insurance include: insurable interest, free choice of insurer, co-insurance, reinsurance, diversification, good faith, as well as insurance risk, compensation within the limits of actual losses, subrogation, contribution, franchise. It is diversification that prompts the expansion of the spheres of activity of insurance companies, including beyond the boundaries of the main business, the territorial and sectoral dispersion of risk insurance is taking place. The development of insurance should

take into account the peculiarities of the territorial and industry specifics in the field of activity of the insurance company, the form of insurance, the scope of insurance liability and the insurance system. Forecasting of the activity of insurance companies should include: historical, economic, social and legal features. The question becomes especially relevant in the context of the implementation of international agreements, cooperation with the World Bank Group.

The essence and peculiarities of the development of the global world and processes, their manifestations in various spheres of activity have been studied by a significant number of authors, including: O.G. Belorus [4], V.I. Vlasov [5], A.S. Galchynskiy [6], P. Hurst & G. Thompson [7], R. Robertson [8], D. North [9], C. Whelan [10]. The authors investigated the peculiarities of manifestations of globalization processes in various spheres and branches of the world economy, opportunities and threats of investment activity, the development of spheres and branches of the economy, including the financial sector, the sphere of insurance. The authors proved the specificity of the insurance process due to the randomness of the occurrence of the insured event, the extreme nature of the loss or damage, the objective need to prevent and overcome the consequences of the events that occurred, compensation for material and other possible losses. The authors define the main priorities of the development of the global world, including with regard to social aspects and interaction on aggregated markets, opportunities for the development of spheres and branches of the economy, potential risks of the global world. One of the manifestations is the pandemic, which significantly affected the global world and the field of insurance, including personal insurance. Individual researchers form the main emphasis of the development of the state and society on mentality [11]. Global trends in the development of the world, spheres and branches of the economy, including the sphere of insurance, are summarized by the World Economic Forum [3, 12, 13]. Further research is due to the need to determine the main priorities and features of the development of the insurance sector in view of potential and possible threats, including at the level of each individual. Taking into account the already conducted research, the existing trends and needs of society, the results of the evaluation of the insurance market by international agencies, the conduct of further research is connected with the need to determine the spheres of interaction between participants and the specifics of activity, regional development. Peculiarities (from mental to territorial) form a range of tasks that determine the

priorities of interaction, including during the development and implementation of investment projects. Regional features determine the directions and priorities of interaction between participants, and the field of insurance allows to minimize risks and increase the level of trust and effectiveness of cooperation.

In view of the existing trends and forecasts, the issue of coordinating the interests of various groups of participants in the insurance market is a timely issue, there is a need to ensure effective partnership, the formation of opportunities and the use of the best practical experience in expanding the field of insurance for the protection, development and formation of society, the implementation of investment activities, grant activities, development programs and strategies, etc.

The purpose of the article is to substantiate the essence, features and main tasks in the field of insurance, to determine the priority directions of the development of the insurance market, to coordinate the interests of participants and effective partnership in view of the need to form prerequisites for the socio-economic stability and security of the state and its individual regions. The methodological research is based on the assessment and identification of potential opportunities for the introduction of approaches in the insurance sector, on the insurance market, which will contribute to the development of society, the protection of business and personal interests, the implementation of investment projects and the formation of prerequisites for the socio-economic security of the region.

MATERIALS AND METHODS

The main task of the research is to assess the situation, existing forecasts and determine the priority directions of the development of the insurance sector, taking into account the needs of society, interests, partnership mechanisms, including at the international level. It is important to regulate relations between participants in order to ensure the effectiveness of insurance activities, to form prerequisites for social and economic security, taking into account regional characteristics. The development of insurance in the context of the formation of prerequisites for guaranteeing socio-economic security must take into account regional features, primarily due to the concentration of certain industries and spheres of the economy in a certain territory. Sectoral features of the territory will determine the need for insurance services and insurance market players. Regional features are also determined by development programs, which determine the main vectors of interaction and directions of implementation of the planned measures. The purpose of the study is related to the trends in the development of the agrarian sphere, territorial (local,

regional) development, current tasks, which are included in the Plan of measures for the implementation in 2021-2023 of the Development Strategy of the Mykolaiv region for the period until 2027 "High quality of human life". The priorities of regional development are focused on ensuring the prerequisites for guaranteeing socio-economic security and are determined by the principles of state regional policy and the expansion of partnership spheres.

Methodological research is based on the identification of opportunities for the development of the insurance sector and the introduction of effective partnerships with the aim of neutralizing threats, including during investment, implementation of joint projects, reducing the negative impact of risks and increasing the level of trust between participants. In order to learn about phenomena and processes in the field of insurance, to substantiate the author's proposals, a set of research methods and techniques was used. General scientific methods of cognition made it possible to establish the nature of functional dependencies and the parameters of the researched sphere. The set of functional relationships was considered through the corresponding deterministic and stochastic relationships. The use of analysis tools made it possible to identify the reasons for the change in the situation and identify potential opportunities for the development of the insurance sector. The influence of external factors proves the expediency of risk prevention measures, the use of short-term forecasting (planning) of the activities of market entities, the formation and adaptation of analytical tasks, and the adjustment of management decisions. A critical situation may turn out to be limiting the possibilities of adapting the internal environment to unexpected and significant changes, which is confirmed by practical experience in the field of insurance. In order to solve the tasks, the following methods were used: dialectical and logical (during the study and clarification of the main conceptual apparatus, features of processes, generalization of conclusions); bibliographic (in the process of working out scientific works, which are devoted to the essence and features of regional development); historical (when studying the trends of globalization changes); methods of analysis and synthesis (detection of cause-and-effect relationships), analytical groupings (when assessing the current state of the insurance market); graphic (when assessing the investment opportunities of the region); system approach (in the process of justifying the needs and relevance of the partnership).

The information base for the study was: the current regulatory and legal framework, the experience of insurance development and the main practices of the participants' interaction, the possibilities of implementing

regional development projects on the terms of partnership.

RESULTS AND DISCUSSION

Experience of interaction of participants in the field of insurance

The development of the insurance sector in accordance with international standards takes into account the fields of mandatory and voluntary insurance (from life insurance to financial assistance insurance). Most of the countries of the world orient the insurance market to the expansion of the field of voluntary insurance, which includes property and personal insurance, insurance of liability and business risks. Property insurance itself is a form of protection against risks that may arise due to changes in the internal and external environment at the level of industries, spheres of activity, business, and individual territories.

The question becomes especially relevant in view of the possibility of neutralizing the threats posed by the natural and climatic factor, the impact of which is particularly felt in the field of agrarian business. Property insurance is a relevant field of voluntary insurance not only for enterprises, but also for territorial communities. The already existing evidence of the introduction of the process of decentralization and transformational processes in local self-government indicates the expansion of the powers of local bodies, the growth of their level of responsibility and the development of communities. Similar approaches in the regional development management system contributed to the attraction of potential investors and infrastructural provision of the territory's development, and also contributed to stimulating the economic growth of territorial communities, business development and functioning. Regional development programs in accordance with the state regional development strategy and grant projects, which have been actively implemented in the Mykolaiv region and other regions of Ukraine in recent years, play an active role in ensuring the development of territorial communities.

The Swiss Re Institute predicts that global insurance premiums will grow by 3.0 percent in the coming years, mainly driven by life and general insurance in emerging markets. Global economic growth will be characterized by a slowdown. Analysts note that it is China that will make the predominant contribution to the growth of premiums in the field of life insurance and general insurance. Life insurance premiums are currently projected to increase, with growth expected to reach 3.0 percent annually, well above the 0.6 percent annual average over the past 10 years. China alone will account for nearly half of global life insurance premium

growth over the next two years, with growth expected at 11.0 percent. The forecast for the development of the insurance sector in other countries of the world is related to the relevant tax incentives, following the example of Argentina. Significant growth of the market of insurance services in the Middle East, Africa and Latin America is predicted [1].

The trends in the development of the insurance market are mainly due to the expansion of spheres and capital in countries that are undergoing a period of socio-economic development.

Analysts at the Swiss Re Institute note that in the period up to 2029, the Asia-Pacific region as a whole will account for 42.0 percent of global premiums. The stakes for the development of insurance remain high in China, which is the main participant in the development of the insurance sector. China's share of global premiums rose from zero percent in 1980 to 11.0 percent in 2018. Analysts predict that China's capacity will reach 20.0 percent in just 8 to 10 years, which is almost as much as is projected for all developed countries in the EMEA region (the region that includes Europe, the Middle East and Africa). China is predicted to have a much higher position than the USA and will be the world's largest market by the mid-2030s [1]. Similar trends reflect global manifestations in the development and opportunities of the insurance market [1-3].

Regional aspect

In accordance with the program for the development of the agro-industrial complex of the Mykolaiv region for 2021-2025, the main priorities for the development of the agrarian sphere and territories have been determined, including through the implementation of investment projects (project ideas). The program for the development of the agro-industrial complex of the Mykolaiv region for 2021-2025 is aimed at implementing the State Regional Development Strategy for 2021-2027, the Development Strategy of the Mykolaiv region for the period until 2027 [14-16].

The program for the development of the agro-industrial complex of the Mykolaiv region for 2021-2025 (hereinafter referred to as the Program) provides support for development in the field of crop production (horticulture, viticulture, berry growing, cultivation of niche agricultural crops, lowering the cost of agricultural crop seeds, production of organic products, increasing soil fertility), as well as support for the development of the livestock industry, modernization of inter-farm networks, drainage systems and construction of new

intra-farm irrigation systems. The program provides assistance in the production of products with high added value, the creation of family farms and agricultural cooperatives in the Mykolaiv region, the development of agricultural consultancy and the implementation of measures to popularize the agricultural sector in order to increase the level of its investment attractiveness [15].

That is why the regional aspect in the development of the insurance sector is related to the potential opportunities of the agrarian sector and the participation of territorial communities, since the main areas of program implementation have a direct connection with representatives of agrarian business and territorial communities. The implementation of the program involves: supporting the development of small and medium-sized enterprises in the field of crop production; support for producers of organic products; implementation of measures to increase soil fertility; support for the development of the livestock industry; modernization of inter-farm networks and construction of new intra-farm irrigation systems; modernization of drainage systems.

The program takes into account the possibilities of the development of territorial communities and the production of quality products, the creation of family farms and agricultural cooperatives, the development of counseling. Opportunities for improving the investment climate in rural areas and popularizing the agrarian sphere are separately highlighted. The formed directions of development of spheres and branches of the economy, territories (territorial communities) at the regional level are oriented to the use of the best practical experience of partnership in view of the need for the formation of prerequisites for the socio-economic security of the region. Regional aspects are determined by the corresponding concentration of spheres and branches of the economy precisely in rural areas. The development and formation of industries is connected with the possibilities of using property insurance for the purpose of neutralizing risks, including entrepreneurial ones. Mechanisms of property insurance can be used both in the field of agricultural production and the activities of territorial communities.

The program envisages the implementation of investment projects with the involvement of funds from the state budget, regional budget, own sources, as well as funds from investors and sources of financing under grant projects. The implementation of investment programs is focused on attracting financing in the period until 2025 (Fig. 1).

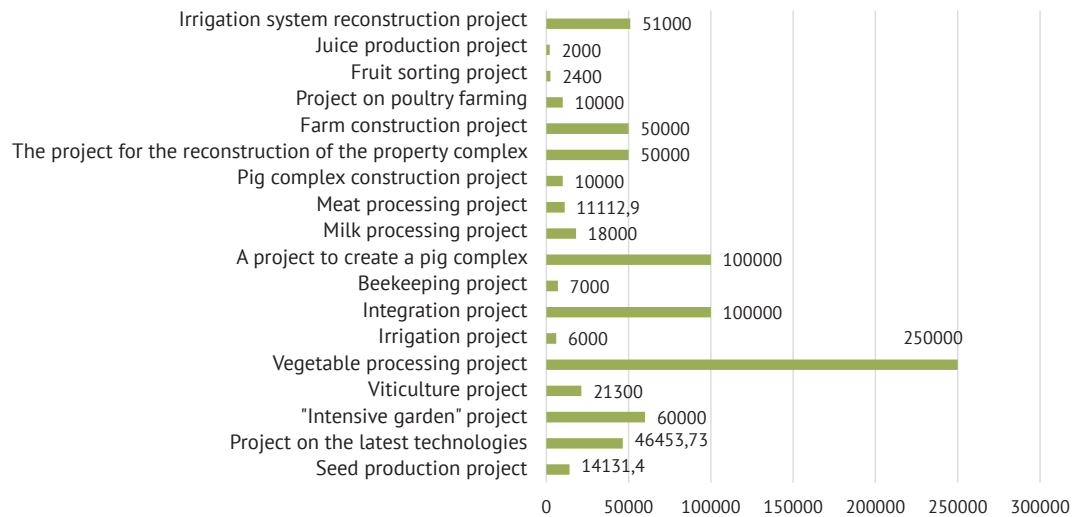


Figure 1. Investment projects foreseen by the Program for the Development of the Agro-Industrial Complex of Mykolaiv Oblast for 2021-2025

Source: Development Program [14]

Taking into account the submitted proposals, it is planned to attract 809,398.0 thousand hryvnias at the regional level. additional financing for the implementation of investment projects during 2021-2025. Investment projects for regional development and the agricultural sector were prepared at the initiative of Mykolaiv National Agrarian University and its partners in educational, scientific and practical-production activities, as well as STOV "Promin", "Snigurivska Poultry Farm" Branch, PNVK "Interbusiness", TDV "Zorya Ingulu". Most of the projects provide for the financing of measures involving investment funds – up to 76.0 percent of the total project financing [14]. The question becomes especially relevant in the context of regional development, during the period of restoration of the territory of the Mykolaiv region and the development of spheres and branches of the economy, territorial communities.

The development of the agrarian sphere involves not only representatives from production, but also educational and research institutions. The largest number of investment projects (investment proposals) was provided by the Mykolaiv National Agrarian University to the Action Plan for the Implementation of the Development Strategy of the Mykolaiv Region for 2021-2027. According to the Development Strategy of the Mykolaiv region until 2027, the priority strategic goal is to ensure sustainable economic growth of a multi-sector economy, which cannot happen without the participation of representatives of all spheres and types of activity, including the insurance sphere.

Considering the implementation of projects, the field of property insurance is supplemented by the field of liability insurance, since most projects involve partnership relations, including at the international level.

The use of insurance mechanisms may include: property insurance for legal entities, debt insurance and indemnity insurance (fields of insurance: professional liability, civil liability of vehicle owners, personal insurance).

Regional features of the development of spheres and branches of the economy, defined strategic priorities for the development of the agrarian sphere and territorial communities determine the need for the implementation of systemic approaches that should contribute to the development of the insurance market, namely: the creation of an attractive market for insurance services and informing participants about the approaches and features, advantages of property insurance and responsibility; formation of an effective system of interaction between participants; formation of favorable conditions for the expansion of the field of insurance services and consulting for territorial communities; provision of real compensation for losses caused by natural and climatic factors; motivation to cooperate with various groups of investors, under grant projects; participation in public-private partnership projects; adaptation of insurance products taking into account the needs of the agricultural sector and territorial communities; transformation of accumulative insurance reserves into a source of investment of industries, spheres of activity and territories, as well as creation of favorable conditions for cooperation with international partners.

Partnership

The practical implementation of these priorities can be implemented under the conditions of partnership and interaction between participants at all levels of management. That is why the position of spreading joint

projects through public-private partnership and participation in international grant projects is active. Associations of insurers that can perform brokerage and agency activities in the field of insurance (Association of Professional Insurance Intermediaries of Ukraine – APSPU or League of Insurance Organizations of Ukraine – LSOU) can be involved in cooperation.

The common interests of the participants will allow to facilitate coordination of insurance services and satisfaction of needs in view of the requirements of current legislation in the field of property insurance or liability insurance. Such cooperation will allow to optimize the possibilities of obtaining insurance services on optimal terms and to take into account possible risks from the implementation of investment activities.

Insurance risks during the implementation of investment activities may be associated with partial or complete loss of investments, failure to receive the planned investment profit, bankruptcy of the business entity or additional costs during the implementation of the insured investment activity.

Insurance of investment activities allows to ensure the neutralization of risks and threats for participants due to the influence of currency, interest, commercial, market risks, as well as catastrophic risk, which

is associated with natural disasters and has a close connection with natural and climatic factors. Catastrophic risk can be a significant threat in the conduct of activities in the agrarian sphere, in rural areas. In recent years, the issue of desertification, soil degradation, and moisture deficit, which is highly relevant for the steppe zone, a zone of risky agriculture, which includes the Mykolaiv region, has become an actual issue.

The assessment and risk prevention capabilities can be a significant advantage in the implementation of investment activities, as some risks may be subject to insurance through the establishment of additional insurance conditions and an increase in the amount of the insurance payment. Conditions may be determined by each individual insurance contract, taking into account industry and regional characteristics. The experience of most European states shows that practical activity in the field of agrarian business insurance has substantial state support, as it is defined as a priority in guaranteeing food security, social and economic security of the territories (region). The vast majority of investors pay significant attention to the need to neutralize threats, including climate threats. During the implementation of investment activities, the issue of risk assessment at various stages is relevant (Table 1).

Table 1. Directions and conditions of investment risk insurance

Type of activity	Areas of insurance	Conditions of the investment risk insurance contract
Investment activity Implementation of investment projects	<p>Insurance of the subject of pledge; liability insurance of the recipient of the investment before the investor; insurance of possible investment risks by participants of investment activities (investor, recipient of investment); liability insurance of participants in investment activities (investor before the recipient of the investment); liability insurance of the applicant of the investment project to the customer; liability insurance of investment project experts before the investor; insurance of property and non-property property rights, which are an investment [17; 18].</p> <p>The insured amount is determined by agreement between the insurer and the insured, within the limits of the insured's actual investments related to the financing of the insured activity. The insured amount can be increased by the amount of the forecasted (expected) profit from the realization of the insured project (upon agreement of the parties). During the implementation of the investment project, the insurance tariff is mainly determined taking into account the terms and volumes of the investment, the specifics of the field of activity, the competence of the insured, the type and nature of the investment, as well as the number and reputation of the participants of the investment project (at various stages of its implementation) and other influencing factors considering the peculiarities of project implementation [17; 18].</p> <p>In accordance with the practice of implementation of approaches in the field of investment, the insured should not include in the project conditions regarding the extension of the payback period of the project, established for the</p>	<p>According to the current legislation, the contract cannot be concluded later than the day preceding the day of commencement of the works invested by the insured. The term of the contract should be set in accordance with the term of full implementation of the investment project, i.e. obtaining the expected income or social effect [17; 18].</p> <p>In accordance with current legislation, in order to ensure the payment of insurance compensation, the insured must notify the insurer of the occurrence of an insured event and provide him with documents certifying the facts of the occurrence of the insured event and the amount of losses.</p> <p>It is established by law that after payment of insurance indemnity to the insured, all the rights of claims of the insured against the person responsible for the damage caused or the damage are transferred to the insurer within the limits of the paid amount. The counterparty, the policyholder's partner in the investment project, is responsible for the recourse claims of the insurer. It is provided that in the case of payment of insurance compensation in the amount of the full amount of expenses for the invested project, the insurer acquires the investor's right to it.</p>

Table 1, Continued

Type of activity	Areas of insurance	Conditions of the investment risk insurance contract
Investment activity Implementation of investment projects	<p>implementation of the project and specified in the insurance contract. In order to extend this term, before the payback period of the investment project, the insured must agree on the conditions and obtain the appropriate consent of the insurer (without consent, the insurance contract may be terminated from the moment of making changes to the investment project) [17; 18].</p> <p>When extending the payback period of an investment project, additional insurance conditions require an additional insurance contract. In accordance with the requirements of the current legislation, if the contract is not concluded, the insurer does not assume obligations to insure additional conditions. Insurance conditions can be supplemented taking into account the requirements of the parties, but within the limits of current legislation.</p>	<p>When insurance compensation is paid in an amount lower than the costs, the insurer has the right, according to the agreement with the interested parties, to pay the amount in the amount of the difference between the full amount of costs and the paid insurance compensation, thus acquiring the investor's rights to the project [17; 18].</p> <p>Insurance of investment risks is carried out in accordance with the current legislation and at the request of the parties to the investment process.</p>

Source: summarized by the author in accordance with current legislation [17; 18]

The implementation of regional and industry development programs involves the involvement of investors. The investor's interests are focused on the possibility of obtaining financial results from the implementation of investment activities, which can be carried out under the conditions of a public-private partnership.

Insurance of investment risks during the implementation of projects is aimed at prevention and neutralization of possible threats, for the agricultural sector the issue of avoiding risks of a natural and climatic nature is relevant. Consistency of interests of all parties will ensure the possibility of implementation of the Plan of measures for the implementation of the Development Strategy of the Mykolaiv Region and the Program for the Development of the Agro-Industrial Complex of the Mykolaiv Region, taking into account the identified priorities. The participation of insurance companies in the conduct of investment activities and the determination of optimal conditions of interaction between participants will provide wider opportunities for cooperation.

Risks in the field of investment

Partnership in insurance activity allows not only to ensure the neutralization of potential threats in view of regional and industry specifics, but also to mutually agree on urgent issues regarding the fulfillment of obligations under investment projects, active participants of which can be: the state, association of policyholders, territorial communities, institutions education under the conditions of public-private partnership.

Such cooperation and guarantees of the state make it possible to increase the level of investment attractiveness of spheres, industries and territories, which is proven by the experience of other countries

of the world. Features and conditions of insurance must be agreed upon at all stages of project implementation. The right of participants to adapt to changes in the external and internal environment should be ensured, and the level of trust between participants should not be high and should not provoke threats.

The conducted research provides an opportunity to justify the main priorities of the development of the insurance market in view of regional features. The experience of other countries of the world and the results of research by other authors and international organizations prove that most types of insurance act as an effective mechanism for the interaction of participants, especially during the period of investment and neutralization of threats that may arise during the implementation of investment projects. The situation due to the martial law has significantly reduced the investment attractiveness of the developed initiatives and proposals. Given the potential risks, there is an urgent need to neutralize threats through risk insurance and ensure an appropriate level of trust between participants in conditions of significant influence of globalization processes and trends. O.H. Belorus & V.I. Vlasov in his research formed the paradigm of the global world and the main trends in the development of spheres and branches of the economy, society based on the orientation of the world to global trends, technical and technological processes and the adaptation of social processes to changes [5; 6]. P. Hurst, G. Thompson & R. Robertson in their research identified the main vector of globalism and its manifestations, substantiated the potential directions and priorities of world development and possible threats that may arise due to increased global competition, including in the financial market [7; 8]. D. North &

Ch. Wilan in his research focused on the main priorities and needs of world development, requests and needs of society depending on the features (mental, territorial, industry, etc.), similar features also determine potential opportunities or threats that may arise in various spheres of activity, including in the field of insurance and investment [9; 10].

Analysts of intelligence agencies have determined the main directions and features of the development of the global world in view of the existing trends in the field of insurance and the needs of society and the business environment [1; 12]. The authors' research and their own research on the development and trends in the formation of priorities in the global world prove the need to ensure an effective partnership in conducting business, implementing investment projects and developing the insurance sector, taking into account the existing features, including those of a regional nature.

The definition of features and directions of interaction in the global world is determined by the competitive positions of the state, which can encourage development or limit the possibilities of implementing strategic and operational tasks in the business environment and society. The practical experience of forming approaches to socio-economic security shows that the competitive positions of the state have a priority role, as they encourage investors to expand the spheres of interaction. The influence of regional factors is similar, which allow to clearly formulate strategic and operational tasks, provide prerequisites for development and reduce potential risks, including through the use of activity insurance mechanisms, implementation of investment projects. In view of this, the development of insurance and the best practices of the interaction of participants during the implementation of investment projects allow to significantly increase the level of trust and guarantee the expected result of cooperation.

CONCLUSIONS

In view of the main globalization trends in the world, there is a need to research various spheres of activity and identify features that allow us to establish the main priorities for further development and neutralization of threats, including during the implementation of investment projects. The effectiveness of regional and sectoral development programs is a prerequisite for ensuring the social and economic security of the region, and the development of insurance activities and the

expansion of spheres of interaction provide opportunities for the implementation of investment projects. At the same time, the development of the insurance sector must take into account regional features, and the sectoral features of the territory determine the need for insurance services and insurance market participants. Regional features determine the main vectors of interaction and directions for the implementation of certain initiatives at different levels of management (personal or local, branch, territorial). The practice of regional and branch development through the spread of joint projects on the basis of public-private partnership and participation in international grant projects is effective. Associations of insurers can participate in the implementation of development projects, perform brokerage and agency activities in the field of insurance. The common interests of the participants make it possible to ensure coordination of insurance services, satisfaction of needs in view of the requirements of current legislation and international law. It is stipulated that such cooperation allows to optimize the possibilities of obtaining insurance services under optimal conditions and to take into account possible risks from the implementation of investment activities, implementation of regional and branch development programs, personal insurance.

The effectiveness of cooperation in the implementation of projects aimed at the socio-economic development of the state and its regions is due to the need to expand cooperation with international organizations, including the World Bank Group. The common interests of the participants and their coordination at the first stages of interaction will allow to minimize risks and ensure effective cooperation in view of the programs and strategies of socio-economic development of territories (regions), the state. The issue of restoration of territories, spheres and branches of the economy of Ukraine is gaining special relevance in the immediate future. The experience of the countries of the world proves that the opportunities for interaction between participants of the insurance market can be provided under the condition of effective partnership and the orientation of the participants to obtain practical priorities in guaranteeing the social and economic security of the state and its regions, taking into account their peculiarities. It is the regional features that determine the directions and priorities of interaction between the participants, and the field of insurance allows to minimize risks and increase the level of trust and effectiveness of cooperation.

REFERENCES

- [1] Finbalance.com.ua. (2019). *SWISS RE – about the world insurance market in 2018-2020*. Retrieved from <https://finbalance.com.ua/news/swiss-re-institute---pro-svitoviy-rinok-strakhuvannya-v-2018-2020-rr>.
- [2] Bigmir.net. (2021). Agenda from Davos: Pandemic, climate and a lot of socialism. Retrieved from <http://news.bigmir.net/world/2065190-Povestka-s-Davosa-pandemiya-klimat-i-mnogo-socializma>.

- [3] Schwab, K., & Zahidi, S. (2020). *The global competitiveness report*. London: World Economic Forum. Retrieved from https://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2020.pdf.
- [4] Belarus, O.G. (2003). *Economic system of globalism*. Kyiv: KNEU, NASU.
- [5] Vlasov, V.I., Belarus, O.G., & Vergunov, V.A. (2012). *Globalistics: History, theory*. Vinnytsia: LLC "Nilan-LTD".
- [6] Halchinsky, A.S. (2006). *Global transformations: Conceptual alternatives*. Kyiv: Lybid.
- [7] Hirst, P., & Thompson, G. (2002). *Doubts in globalization*. Kyiv: KIS.
- [8] Robertson, R. (2012). Globalization or glocalisation? *The Journal of International Communication*, 18(2), 191-208. doi: 10.1080/13216597.2012.709925.
- [9] North, D. (2010). *Understanding the process of economic change*. London: Higher School of Economics.
- [10] Wheelan, C. (2010). *Naked economics: Undressing the dismal science*. New York: W.W. Norton & Company.
- [11] Acemoglu, D., & Robinson, J.A. (2015). *Why some countries are rich and others are poor. The origin of power, prosperity and poverty*. Moscow: AST Publishing House.
- [12] World Economic Forum. (n.d.). Retrieved from <https://www.weforum.org/>.
- [13] Hubenko, D. (2021). The Davos forum started in a virtual format. *DW*. Retrieved from <https://www.dw.com/uk/onlain-zamist-davosa-vsesvitnii-ekonomichnyi-forum-startuvav-u-virtualnomu-formati/a-56333253>.
- [14] Mykolaiv Regional State Administration. (2021). *The program for the development of the agro-industrial complex of the Mykolaiv region for 2021-2015*. Retrieved from <https://www.mk.gov.ua/ua/economy/>.
- [15] Ministry for Communities and Territories Development of Ukraine. (2021). *Development strategy of the Mykolaiv region for the period until 2027*. Retrieved from <https://www.minregion.gov.ua/napryamki-diyalnosti/derzhavna-rehional-na-polityka/strategichne-planuvannya-regionalnogo-rozvitku/strategichne-planuvannya-regionalnogo-rozvytku-na-period-do-2027-roku/regionalni-strategiyi-rozvytku-na-period-do-2027-roku/strategiya-rozvytku-mykolayivskoyi-oblasti-na-period-do-2027-roku/>.
- [16] Mykolaiv Regional State Administration. (2022). *Economy*. Retrieved from <https://www.mk.gov.ua/ua/economy/>.
- [17] The Law of Ukraine No. 85/96-VR "About insurance". (November, 1996). Retrieved from <https://zakon.rada.gov.ua/laws/show/85/96-%D0%B2%D1%80#Text>.
- [18] Resolution of the Cabinet of Ministers of Ukraine No. 1523 "About the procedure for carrying out activities by insurance intermediaries". (December, 2016). Retrieved from <https://zakon.rada.gov.ua/laws/show/1523-96-%D0%BF#Text/>.
- [19] Jayachandran, M., Reddy, C.R., Padmanaban, S., & Milyani, A.H. (2021). Operational planning steps in smart electric power delivery system. *Scientific Reports*, 11, article number 17250. doi: 10.1038/s41598-021-96769-8.
- [20] Pantserev, K.A., & Golubev, K.A. (2021). Artificial intelligence and the international information and psychological security. In *Cybersecurity, privacy and freedom protection in the connected world* (1-8). doi: 10.1007/978-3-030-68534-8_1.
- [21] Raval, C.U., Vaghela, P., Budhrani, A., & Kevadiya, R.V. (2021). Applications of artificial intelligence in the context of challenges amid COVID-19. In *Information and communication technology for competitive strategies* (519-526). doi: 10.1007/978-981-16-0739-4_49.
- [22] Ivashkiv, I., Kupalova, H., Goncharenko, N., Andrusiv, U., Streimikis, J., Lyashenko, O., Yakubiv, V., Lyzun, M., Lishchynskiy, I., & Saukh, I. (2020). Environmental responsibility as a prerequisite for sustainable development of agricultural enterprises. *Management Science Letters*, 10(13), 2973-2984. doi: 10.5267/j.msl.2020.5.028.
- [23] Zelinska, H., Andrusiv, U., Daliak, N., Dovgal, O., & Lagodiienko, V. (2021). Sustainable development: Trends in Ukraine and the world. *Journal of Environmental Management and Tourism*, 12(5), 1179-1187. doi: 10.14505/jemt.v12.5(53).03.
- [24] Popadinets, I., Andrusiv, U., Galtsova, O., Bahorka, M., & Yurchenko, N. (2021). Management of motivation of managers' work at the enterprises of Ukraine: Innovative aspects. *Management Systems in Production Engineering*, 29(2), 120-131. doi: 10.2478/mspe-2021-0016.

Розвиток страхування, можливості та практичний досвід у формуванні соціально-економічної безпеки (регіональний аспект)

Ольга Миколаївна Вишневська

Миколаївський національний аграрний університет
54008, вул. Георгія Гонгадзе, 9, м. Миколаїв, Україна

Анотація. Розвиток сучасного бізнесу, реалізація підходів щодо місцевого, регіонального (територіального) розвитку спонукають до активізації поширення сфери страхування. Механізми запровадження відповідних фінансових важелів дозволяють нейтралізувати загрози та підвищити фінансову стійкість суб'єктів ринку, що доводить досвід європейських держав. Метою дослідження є обґрунтування сутності, особливостей та основних завдань у сфері страхування, визначення пріоритетних напрямів розвитку страхового ринку, узгодження інтересів учасників та результативного партнерства з огляду на необхідність формування передумов до соціально-економічної стабільності та безпеки держави та окремих її регіонів. Основне завдання дослідження полягає у проведенні оцінки ситуації, існуючих прогнозів та визначенні пріоритетних напрямів розвитку сфери страхування з огляду на потреби суспільства, інтереси, механізми партнерства, у тому числі на міжнародному рівні. Під час дослідження використано методи наукового пізнання. Автором досліджено сутність та можливості розвитку сфери страхування з урахуванням практичного досвіду держав світу та сучасних тенденцій на ринку страхування. Доведено значення сфери страхування для суспільства, регіонального розвитку та підвищення можливостей у сфері інвестиційної діяльності. Проаналізовано регіональні особливості та визначено пріоритетні напрями розвитку з огляду на потреби сфер та галузей економіки, територіальних громад. Обумовлено вплив результативної взаємодії учасників страхового ринку на можливості розширення страхових послуг. Визначено актуальність партнерства у реалізації підходів страхування та механізмів взаємодії між учасниками. Автором обумовлено необхідність врегулювання інтересів усіх учасників, а також взаємоузгодженості дій та рівнів відповідальності, можливостей державно-приватного партнерства у регіональному розвитку, інвестиційній діяльності. Обумовлено потребу гарантування практичних результатів взаємодії у сфері страхування та формування передумов до соціально-економічної безпеки, у тому числі з урахуванням регіональних особливостей. Результати дослідження автора можуть бути використані для подальших досліджень у сфері страхування, взаємодії учасників на засадах партнерства

Ключові слова: глобалізація, інвестиційна діяльність, державно-приватне партнерство, стратегічні пріоритети, страхові премії, страхові ризики