

Імпорт товарів зменшився на 31.8% (за відповідний період минулого року – на 37.6%), його обсяги становили 9.6 млрд. дол. США. У географічному розрізі знизився імпорнт з Росії на 23.8%, з країн ЄС – на 34.1%, з Азії – на 37.1%. Частка цих регіонів у імпорті в Україну становила 18.4%, 33.9% та 17.1% відповідно.

Чистий приплив коштів за прямими іноземними інвестиціями становив 883 млн. дол. США, у III кварталі минулого року – 725 млн. дол. США. Станом на 01.10.2015 накопичений обсяг інвестицій в економіку України становив 62.6 млрд. дол. США.

Профіцит зведеного платіжного балансу становив 1.3 млрд. дол. США (у III кварталі 2014 року дефіцит зведеного платіжного балансу становив 665 млн. дол. США). Динаміка платіжного балансу протягом 15 років зображена на рис. 1 [4,5].

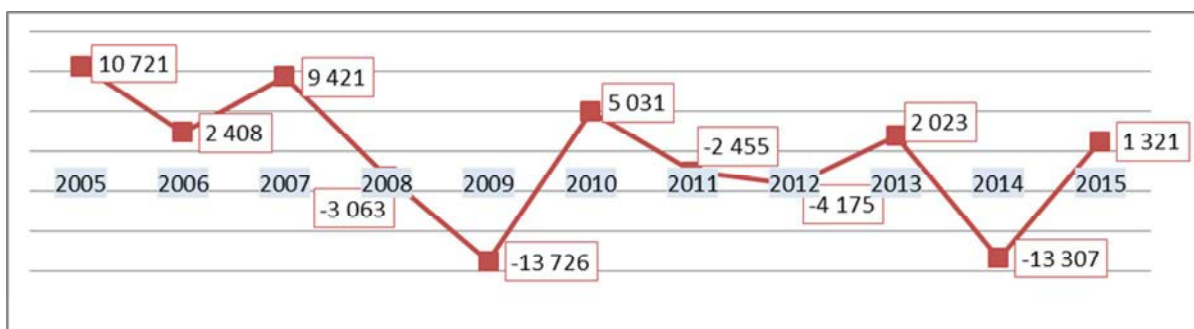


Рис.1. Динаміка платіжного балансу України за період з 2005 р. по 2015 р.

Погіршення взаємовідносин з країною-сусідом Росією явно йде не на користь України. Формування дефіциту за багатьма показниками насамперед було зумовлено погіршенням інвестиційного клімату внаслідок анексії АР Криму та ведення бойових дій на сході держави та накопичення низки макроекономічних дисбалансів. Найбільші втрати припадають на долю експорту та імпорту, що безпосередньо впливає негативно на платіжний баланс України в цілому. Така ситуація обумовлює необхідність розвинення нових географічних напрямів здійснення експортних операцій з метою підвищення результативності зовнішньоекономічних операцій країни та покращення стану платіжного балансу.

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5. *Національний Банк України.* – Режим доступу: <http://www.bank.gov.ua>.

**Vlasenko M.**

PhD in Economics, associate professor  
Oles Honchar Dnipropetrovs'k National University

## MYTHS AND EXPECTATIONS ABOUT THE EUROPEAN INTEGRATION OF UKRAINE

The active phase of European integration course implementation for Ukraine started in 2014, which was associated with the signing of the Association Agreement between Ukraine and the EU (hereinafter – AA; ratification by the EU Member States is in progress). The present stage of European integration policy assumes the increased demands for new

applicants for the EU membership, including Ukraine, as the European Neighbourhood Policy implies more comprehensive institutional reforms at the stage of Free Trade Areas [1]. It implies the requirements for implementing the entire system of EU law (Acquis Communautaire) into legislation of the candidate countries and / or partner countries before their joining the EU. The requirement of full implementation of the European standards and the likelihood of positive consequences for population from their introduction in Ukraine under uncertainty of joining the EU caused heated debates in Ukrainian society.

Formation of public opinion as for the European integration is being made through the media (controlled by interest groups), which has given rise to myths and stereotypes about the EU-Ukraine Association Agreement [2]. The objective of these myths spreading is, on the one hand, to create overvalued expectations of European integration supporters and, on the other hand, undervalued expectations – from the supporters of joining / strengthening integration with Russia. Unfortunately, these manipulations have a mass character and are easily incorporated into society in terms of common lack of knowledge of the AA text.

Results of a survey on the attitude of the respondents to the European integration of Ukraine were represented by IFAK Institut GmbH & Co. KG, Deutsche Welle Project (Germany) in 2014. It showed that half of the population of the central and western regions were (too) optimistic about Ukraine’s accession to the EU in the next 5 years, while 1/4 of the eastern regions population<sup>1</sup> believed that Ukraine should not become a member of the EU [3] (Fig. 1).

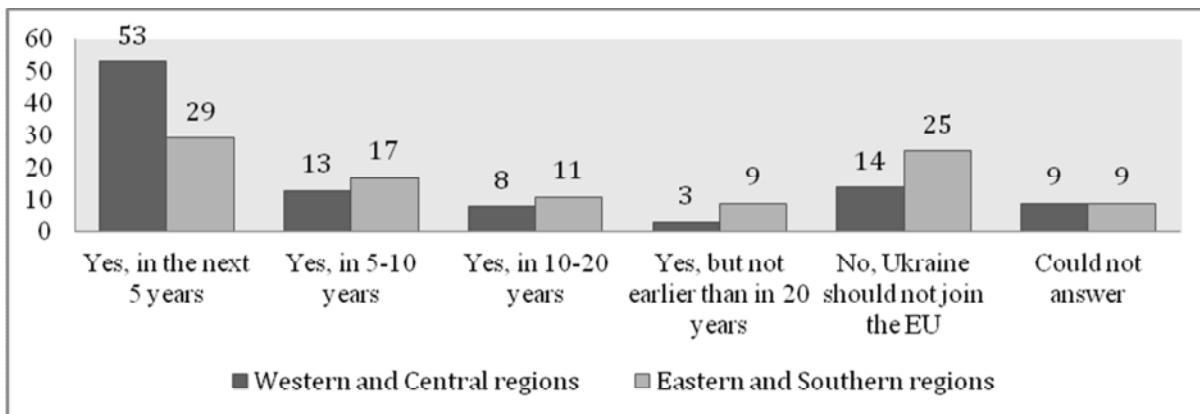


Figure. 1. Prospects of European integration in the perception of Ukrainians (by region), December 2014, in % of all respondents

The main objective of the EU, according to the Ukrainians’ opinion, is to support economic growth (49 % of respondents). 62 % of the Ukrainians support this goal. One third of respondents (32 %) believe that the objective of the EU is to strengthen democracy and freedom of speech. The development of democratic values becomes more and more important for the Ukrainian citizens, as personal support for such goal has increased significantly over the year from 18 to 39 % (see The results of the monitoring research “DW-TREND”, Ukraine 2014) (Fig. 2).

The results of the above survey confirm the fact that people make decisions about the future of their country in conditions of information asymmetry about the terms of the AA and the upcoming changes in the course of reforms.

In this regard, there is an acute need for an independent and non-profit organizations that would conduct educational activity, raise the level of literacy of the population about their rights and freedoms, the foundations of a market economy, polity and public governance, as well as provide politically biased coverage of all matters relating to the AA and the process of European integration of Ukraine.

<sup>1</sup> The survey was not conducted in the Donetsk and Lugansk regions in connection with military operations, otherwise the figure would be much greater.

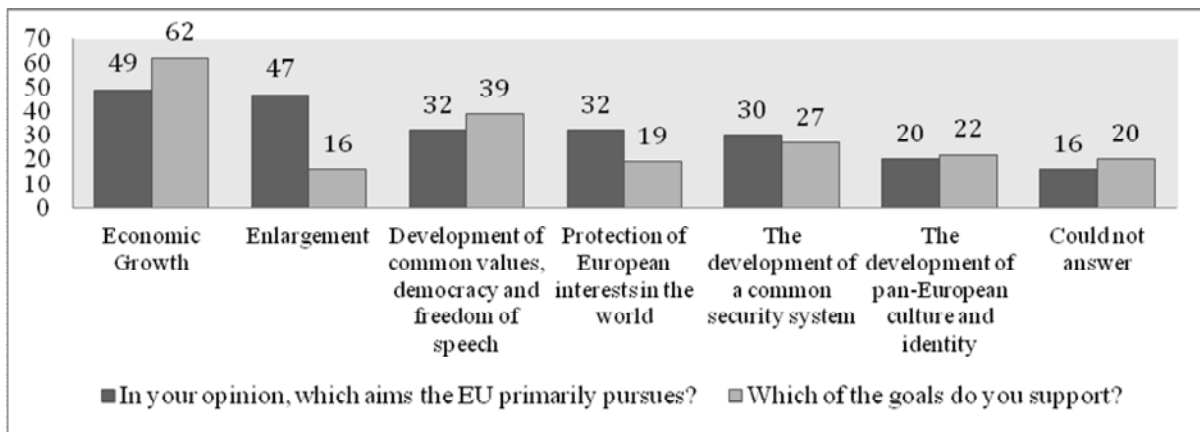


Figure. 2. The objectives of the EU – according to opinion of the Ukrainians, in % of all respondents

Thus, the Europeanization of Ukraine and the implementation of the AA are not totally supported by the Ukrainian citizens. Today's public confrontation over Ukraine's foreign policy actually displays the confrontation of political and economic elites whose interests are dependent either on the strengthening of trade and economic relations with the EU, or with Russia. Political instability and geographically different directions of large capital owners' interests hamper the adaptation of legislation and the conditions for further European integration.

Despite the contradictions, described above, which are reflected in overvalued or undervalued expectations of population regarding European integration, implementing the AA provisions and consequent intensification of relations between Ukraine and the EU may provide external stimulus to more effective public policy reform and institutional change, increasing the efficiency of domestic companies and quality standards of services. But the success of future adaptation of Ukrainian legislation to the EU law depends, on the one hand, on completion of the transition to a market economy and functioning of market institutions, on the other hand, on citizens' awareness of the changes that are taking place.

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