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## TAX SOCIAL BENEFIT AS A TOOL FOR REGULATING THE INCOME OF INDIVIDUALS

The article deals with the essence of tax social benefits in Ukraine. It was found that with an increase in the subsistence level, there is an automatic increase in social tax benefits. The maximum amounts of wages for receiving social tax benefits are analyzed. The dynamics of the average salary and the amount of income that entitles to social tax benefits in Ukraine is assessed. It is proved that during the study period the average salary exceeded several times the amount of income that entitles to social tax benefits, which indicates the ineffectiveness of such a mechanism for regulating income tax and non-compliance with the principles of social justice. The assessment of the effectiveness of the use of tax social benefits in Ukraine is carried out and the expediency of further application is justified. An assessment of the current procedure for applying social tax benefits in the practice of personal income taxation is given. The advantages and disadvantages of tax regulation within the framework of personal income tax, which affect the social protection of the population, are systematized. The features of social tax benefits in some EU countries are determined. It is substantiated that the social tax benefit, as a preferential instrument in the system of personal income taxation, does not properly perform its function of increasing the solvency of citizens in the segment of the poor. It is noted that for the purposes of regulating the economy, it is necessary that social benefits do not turn into unjustified budget expenditures. Proposals to eliminate negative trends in the regulation of income taxation and the impact on the growth of its welfare are presented n the article. Thus, a scientific study of the use of social tax benefits as a tool for regulating the taxation of income of individuals made it possible to draw the following conclusions. In Ukraine, the system of tax benefits meets the requirements only in part: the purpose of establishing tax benefits is not supported by the conditions and restrictions enshrined in tax law, and the assessment of the effectiveness of tax benefits is present sporadically.

**Keywords:** taxation of individuals, tax social benefits, regulations, personal income tax, tax preferences.