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INNOVATIVE PUBLIC GOVERNANCE MECHANISMS FOR THE DEVELOPMENT OF THE SOCIAL SERVICES SYSTEM IN UKRAINE

The article examines the theoretical and practical foundations for developing innovative mechanisms of public governance for the development of the social services system in Ukraine under the conditions of contemporary socio-economic transformations. The study substantiates the necessity of shifting from traditional administrative models to innovation-oriented public governance based on the integration of organizational, institutional, and digital instruments for implementing state social policy. An innovative mechanism of public governance for the development of the social services system is proposed, reflecting a logical sequence of designing, testing, evaluating, and institutionalizing managerial decisions aimed at improving the efficiency of the social sector.

The role of digital transformation as one of the key directions for modernizing the social services system is substantiated. The development of state electronic social services is analyzed, and their significance for improving the accessibility of social support, optimizing administrative procedures, and strengthening the institutional capacity of public authorities is determined.

The study demonstrates that the implementation of innovative public governance mechanisms creates the prerequisites for increasing the adaptability of the social services system to contemporary societal challenges, enhancing cross-sectoral cooperation, promoting the more effective use of digital technologies, and improving the quality of social service provision.

Keywords: public governance; social services; innovative mechanism; digital transformation; electronic social services; social protection.