

Firstly, the author makes a questionnaire survey on the current situation of the financial policy of small and micro enterprises, and obtains the factors affecting the financial policy of small and micro enterprises after a statistical analysis on the results of the questionnaire survey. Secondly, the author makes an empirical analysis on the financial policy of the sample enterprises, analyse the specific problems and countermeasures of the financial policy of small and micro enterprises under the global economic crisis by using the regression straight-line method.

The paper shows that fiscal policy should cooperate with the national monetary policy and play the role of differential treatment and effective supply at the same time. This is a concept of big environment for small and micro enterprises. Moreover, in recent years, the survival and development of small and micro enterprises are facing difficulties, especially in the environment of the global economic crisis, the first is the collapse of a large number of small and micro enterprises. The development dilemma of small and micro enterprises is affected by many factors. It is mainly reflected in the backward internal management, slow technological change, low product level, small scale, lack of funds, especially the shortage of working capital, poor ability to resist risks and so on. Small enterprises have their own disadvantages which restrict the survival and development of small enterprises. From a forward-looking perspective, how to effectively make small and micro enterprises adapt to the national fiscal policy, maintain competitiveness and become bigger and stronger through the combination of macro policies is a common concern of economists.

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## **INCLUSIVE VECTOR OF PUBLIC MANAGEMENT**

The concept of inclusive development is a new approach to ensuring the effective functioning of the state, which arose in the 21st century. This concept is based on the fact that each person is important, unique, valuable to the society and

deserves to meet his or her needs. It justifies the need for fair opportunity and equity for all members of society, accompanied by the benefits brought to each sector of the economy and various segments of the population. The concept of inclusive development extends to all spheres of the interaction of society, including public policy. Changing the priorities of the economic policy towards the countering of insecurity and inequality necessitates the improvement of the existing system of public management, its modernization on the basis of contemporary world trends. It is exactly the need that actualizes the chosen topic of research.

The following methods were used for scientific research: method of structural analysis, method of system analysis, method of abstract-logical generalization.

As of today, the development of the e-governance in Ukraine is constrained by a number of problems, which include: insufficient level of the unified coordination, control and interaction of customers of tasks and projects in the field of informatization and development of the e-governance; economic crisis, which led to a decrease in the amount of financing of tasks and projects in the field of e-governance development; low quality, efficiency and effectiveness of the projects and tasks in the aforementioned sphere; incommensurability and imperfection of the normative and legal basis which regulates the sphere of e-governance development; low quality management of the development, implementation, maintenance, operation of the information and telecommunication systems (databases, registers, etc.) and resources (data centers, telecommunication networks, etc.) of the authorities; insufficient level of information security and information protection in the information and telecommunication systems of the authorities; unregulated issue of the electronic identification and authentication of the physical and legal entities in the interaction with authorities; low rates of development of the internal systems of electronic document circulation and modern information and analytical instruments to support the adoption of the managerial solutions; insufficient level of readiness of civil servants and employees of the local governments, individuals and legal entities for the introduction and use of e-governance instruments.

Electronic governance ensures the inclusiveness of public management by improving the interaction between citizens, government, and non-governmental organizations, and, accordingly, their greater participation in all processes. To ensure the further development of the e-governance in Ukraine, it is necessary to implement: 1) modernization of the public services and intensify the development of the interaction between the authorities, citizens, and business by means of information and communication technologies; 2) modernization of the public management by means of the information and communication technologies; 3) creation of a system for the e-governance development managing.