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THE PHENOMENON OF HAPPINESS IN THE FORMULATION OF POLICIES ON SOCIAL WELFARE AND MENTAL HEALTH

The current transformation of public administration is characterized by a shift from the dominance of economy-centered approaches to a people-centered model of development, within which the defining criteria for the effectiveness of public policy are quality of life, social well-being, and the mental health of the population. In this context, the phenomenon of happiness acquires the status of an integral indicator of social development, reflecting the harmony of interaction between the state, society, and the individual [1; 2]. The above forms a new humanistic-oriented paradigm of public administration, within which citizens' well-being, their mental health, and life satisfaction become the defining criteria for the effectiveness of public policy.

The evolution of scientific conceptions of happiness reflects the gradual transformation of this category from a subject of philosophical reflection to a key focus of interdisciplinary research in the fields of sociology, economics, psychology, and public administration. In contemporary scientific discourse, happiness is interpreted as a multidimensional phenomenon that integrates the material, social, and psychological parameters of human life [3; 4]. Its meaning extends beyond an individual's emotional state and transforms into a socially determined indicator of the quality of societal development, reflecting the level of social security, opportunities for self-realization, and the effectiveness of the institutional environment. In the modern governance

paradigm, the phenomenon of happiness is increasingly taking on the significance of a strategic category of public policy, as it reflects not only the population's level of life satisfaction but also the effectiveness of public administration institutions [5]. In this light, *happiness* can be viewed as the *result of the complex interaction of the state's social, economic, educational, cultural, and humanitarian policies*. The formulation of welfare policy involves creating institutional conditions aimed at ensuring a decent standard of living for the population, supporting social stability, developing human potential, and fostering a favorable socio-psychological environment.

The issue of mental health takes on particular significance in this process, as it is viewed in today's context as one of the key resources for social resilience. The psychological well-being of the population directly influences the level of social trust, the stability of institutions, and the effectiveness of public administration. Consequently, government policy in the field of mental health must shift from a reactive model of addressing psychosocial risks to a preventive model of fostering psychological resilience among the population.

From a theoretical and methodological perspective, the study of the phenomenon of happiness is based on an interdisciplinary approach that combines tools from the social, economic, and administrative sciences. Of particular importance here are the systemic, institutional, axiological, and humanistic approaches, which allow us to view happiness as a complex social category shaped by the interaction of individual, societal, and institutional factors. Within this framework, happiness emerges not only as an indicator of an individual's subjective well-being but also as the result of the effective functioning of social institutions and public policy aimed at supporting the well-being of the population.

In the author's proposed interpretation, the phenomenon of happiness is viewed as the integrated result of the interaction between economic, social, and humanitarian factors in societal development, which form the basis for policies aimed at the well-being and mental health of the population. The conceptual framework illustrating the interrelationship among these elements is presented in Figure 1.

As can be seen from the model presented, the phenomenon of happiness arises from the interaction of economic and social well-being, the mental health of the population, and society's system of humanistic values. The combination of these factors creates the institutional foundation for implementing welfare and mental health policies aimed at ensuring equal opportunities, developing human capital, supporting citizens' psychological well-being, and fostering a supportive living environment. In this context, happiness emerges not only as a subjective state of an individual but also as a strategic indicator of the effectiveness of public administration and the social development of the state.

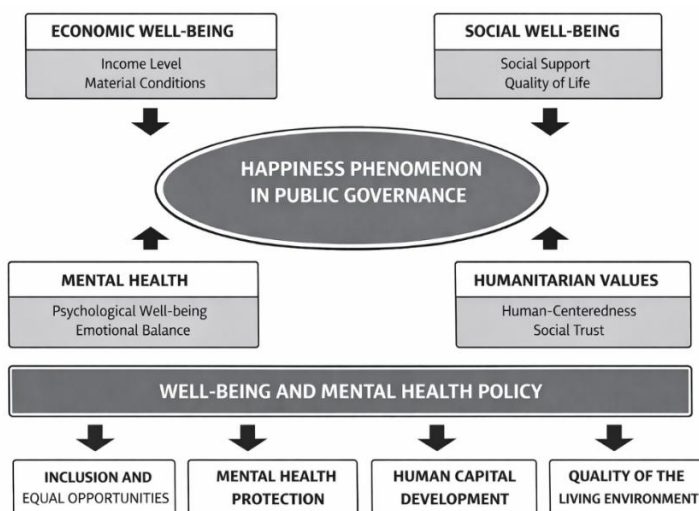


Figure 1. A conceptual model of the phenomenon of happiness within the framework of policy-making for societal well-being and mental health [developed by the author].

An important aspect of this study is the relationship between the phenomenon of happiness and the concepts of well-being, quality of life, and human development. In the modern system of public administration, these categories are increasingly used as key guiding principles for public policy aimed at ensuring sustainable socioeconomic development [1; 3]. At the same time, well-being is viewed as a comprehensive measure of a person's living conditions, encompassing material security, access to social services, opportunities for self-fulfillment, and psychological well-being.

Thus, the concept of happiness is transformed into a strategic guideline for public administration, defining a new paradigm of public policy focused on ensuring quality of life, developing human potential, and strengthening social resilience. The integration of happiness indicators into the public administration system opens up opportunities for a transition to a model of well-being governance, within which the effectiveness of the state is assessed not only by economic outcomes but also by the level of citizens' actual well-being.

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ІНСТИТУЦІЙНА ПЛАТФОРМА РОЗВИТКУ НАВИЧОК 21 СТОЛІТТЯ ДЛЯ ФОРМУВАННЯ АДАПТИВНОГО ЛІДЕРСТВА ТА СТАЛОГО СУСПІЛЬНОГО РОЗВИТКУ

У сучасних умовах цифрової трансформації економіки та суспільства формування навичок 21 століття стає ключовим стратегічним пріоритетом розвитку закладів вищої освіти. Згідно з сучасними науковими підходами, навички 21 століття охоплюють критичне мислення, креативність, колаборацію, комунікацію, цифрову грамотність та здатність до адаптивного управління змінами, що формують основу конкурентоспроможності людського капіталу в умовах VUCA-середовища (volatility, uncertainty, complexity, ambiguity) . У цьому контексті особливого значення набуває розвиток адаптивного лідерства як здатності приймати ефективні управлінські рішення в умовах невизначеності, швидких технологічних змін та соціально-економічних криз.

Інституційна платформа SEAL Initiative розглядається як інтеграційний механізм поєднання освітніх, дослідницьких та інноваційних компонентів, спрямованих на формування нової генерації лідерів сталого розвитку. Ключовою особливістю таких платформ є їхня здатність забезпечувати синергію між цифровими технологіями, підприємницькою освітою та соціальною відповідальністю. Сучасні дослідження доводять, що цифрова трансформація університетів безпосередньо впливає на розвиток управлінських та підприємницьких компетентностей, зокрема через впровадження EdTech-рішень, персоналізованого навчання та адаптивних освітніх моделей. В Україні процеси цифровізації вищої освіти набули системного характеру, однак