

STATE REGULATORY APPROACHES TO PRODUCT QUALITY, SAFETY AND CONSUMER RIGHTS IN INTERNATIONAL SUPPLY CHAINS

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The present article examines contemporary approaches to state regulation of product quality and safety within international supply chains against the backdrop of globalisation and the growth in international trade volumes. The study analyses the role of key public policy instruments in the field of product quality assurance, with a particular focus on technical regulation, standardisation, conformity assessment, customs control and state supervision mechanisms. The study thus substantiates the importance of a comprehensive approach to the regulation of the quality and safety of goods, which entails the coordinated functioning of national and international regulatory instruments. A particular focus has been placed on the analysis of the role that international standards and regulatory mechanisms play in establishing an effective product quality control system within international trade flows. It has been demonstrated that the harmonisation of national technical regulation systems with international standards is conducive to the removal of technical barriers to trade, the enhancement of product competitiveness in global markets, and the assurance of an adequate level of consumer protection. The importance of customs control as one of the key elements of state regulation aimed at preventing dangerous or substandard products from entering the domestic market is examined in this study. It has been demonstrated that the efficacy of state regulation is contingent upon the comprehensive utilisation of technical regulation instruments, contemporary quality management systems, international standards, and mechanisms for inter-agency cooperation between state control bodies. It has been demonstrated that the comprehensive application of these instruments contributes to increasing the transparency of international trade, minimising the risks of the distribution of hazardous products, and establishing an effective system for safeguarding consumer rights in a globalised economic environment. The findings of this study can be utilised to refine state policy in the domains of technical regulation, customs control and consumer protection. Furthermore, they can contribute to the enhancement of the efficacy of the system for ensuring product quality and safety within the context of international supply chains.

Keywords: quality, product safety, international trade, consumer protection, technical regulation, international supply chains, technical regulations, standardization, legislative harmonization.



Formulation of the problem in general terms. The modern development of international trade is characterized by a significant increase in the volume of trade, the expansion of the geography of supply and the complication of logistics processes. In these conditions, the issues of ensuring the proper level of quality and safety of goods moving in international supply chains become particularly relevant. The globalization of economic processes leads to an increase in the number of participants in the movement of goods, which complicates the control over the compliance of products with established standards and regulatory requirements [1, 2].

Insufficient control over the quality and safety of products can lead to the entry into the market of goods that do not meet the established requirements, which poses a threat to the health of consumers and negatively affects the functioning of market mechanisms. In this regard, state regulation in the field of ensuring product quality and protecting consumer rights is of particular importance.

An effective system of state regulation involves the use of a set of tools, among which technical regulation, standardization, conformity assessment, customs control and state supervision over compliance with product requirements occupy an important place. It is the coordinated functioning of these elements that allows ensuring the proper level of control over commodity flows in international trade.

Analysis of recent research and publications. The problems of ensuring the quality and safety of products in international trade are considered in the works of many scientists who study the issues of technical regulation, standardization, quality management and state control [3; 4, p. 106–107]. Considerable attention is paid to the harmonization of national systems of technical regulation with international standards and requirements of world trade organizations [5; 6, p. 253–254].

Scientific research shows that the effectiveness of state regulation largely depends on the consistency of the regulatory framework, the functioning of conformity assessment systems, and the implementation of modern mechanisms for controlling the quality of goods [7]. Some studies emphasize the importance of applying international standards, in particular standards for quality and product safety management systems, which contributes to increasing the competitiveness of goods on the world market [8]. Lapychak N.I. characterises compliance with product standardisation and certification requirements as the 'cornerstone' of the procedure, as these are precisely the elements that promote innovation and environmental sustainability, in addition to facilitating trade [9].

At the same time, the development of international supply chains requires the improvement of existing mechanisms of state regulation, in particular in terms of ensuring the transparency of control procedures and increasing the effectiveness of consumer protection [10].

Formation of the objectives of the article. The purpose of the article is to analyze modern approaches to state regulation of the quality and safety of goods in international supply chains, as well as to substantiate

the role of regulatory mechanisms in ensuring effective protection of consumer rights.

Methods of research. The methodological framework of the study was based on the principles of objectivity and systematicity, which enabled a comprehensive examination of the regulatory and technical framework, the legislation of Ukraine and the EU, as well as relevant academic publications. This approach ensured the accuracy of the analysis of the rules governing the production, safety and circulation of goods within international supply chains.

The organisation of information on market regulation involved the application of general scientific methods of analysis, synthesis and classification. The comparative legal method was utilised to analyse the congruence between domestic and European quality standards. Retrospective analysis facilitated the tracing of the development of approaches to consumer protection, whilst the structural-functional approach enabled the revelation of the interrelationships within the regulatory framework that ensures the safety of goods in international supply chains.

Results of the study. The system of state regulation of the quality and safety of goods in international supply chains is based on the integrated use of legal, organizational and economic control instruments. In the context of globalization of the world economy and the growth of international trade, the issue of ensuring the proper level of quality and safety of products is becoming particularly relevant [3, 11]. Concurrently, it is imperative to forestall the influence of individual ministries that may have a vested interest in safeguarding the collective interests of economic agents engaged in business activities within the sector or sphere under their purview. In considering these issues, Safarli K. emphasised in his works [11, pp. 727–728] that institutions influencing trade policy should be structured in such a way as to prevent group interests from taking precedence over the interests of the economy as a whole.

International supply chains are characterized by significant complexity, multi-level and participation of a large number of business entities, which creates additional risks for consumers in the event that products that do not meet the established requirements enter the market [12]. <https://www.fao.org/fao-who-codexalimentarius/en/>

State regulation in the field of ensuring the quality and safety of products is aimed at forming an effective mechanism for controlling the production, circulation and sale of goods, as well as ensuring compliance with the requirements of technical regulations, standards and regulatory documents. The main instruments of such regulation are technical regulation, standardization, conformity assessment, state supervision (control), customs control and mechanisms for protecting consumer rights, as shown in Tabl. 1 [13, p. 3–6].

One of the key elements of the state regulation system is technical regulation, which involves the establishment of mandatory requirements for products, processes of their production, transportation, storage and sale [10; 11, p. 720]. Technical regulation ensures the formation of uniform requirements for product safety, which helps prevent goods from entering the market that may pose a threat to the life and health of consumers or the environment. An important

Instruments of state regulation of product quality and safety

State regulation tool	The essence of the concept	Implementing bodies	Role in international supply chains
Technical regulation	Establishing mandatory requirements for products	Executive authorities	Removing technical barriers
Standardization	Developing quality standards	National and international organizations (ISO, IEC)	Harmonizing requirements
Conformity assessment	Confirming product compliance	Accredited bodies	Increasing trust in products
State supervision (control)	Monitoring compliance with legislation	Control bodies	Protecting the market from dangerous products
Customs control	Checking goods when crossing the border	Customs authorities	Filtering imports/exports
Consumer protection	Ensuring the rights of buyers	State Food and Consumer Service	Increasing trust in the market

Source: developed by the authors based on [9, 12, 13]

component of technical regulation is the development and implementation of technical regulations that determine mandatory requirements for certain types of products, as well as conformity assessment procedures [14].

The importance of standards relating to environmentally friendly products is also increasing, driven by humanity's commitment to adhering to the principles of sustainable development and conserving the planet's resources. [15, 16].

In modern conditions, considerable attention is paid to the harmonization of the national system of technical regulation with international and European requirements. This approach allows to ensure the consistency of regulatory requirements between different countries, which contributes to the elimination of technical barriers in international trade and to the increase of competitiveness of products in world markets. Harmonization of the regulatory framework also contributes to the increase of trust in the conformity assessment system and the results of product certification [17; 18. c. 30–31].

Standardization plays an important role in ensuring that products meet established requirements. Standardization is an important tool for developing unified approaches to determining product quality indicators, methods of product control and testing procedures. The use of standards allows for the establishment of clear criteria for assessing the quality of goods, which contributes to increasing the transparency and efficiency of control processes [19, p. 44–45].

The use of international standards contributes to the harmonization of product requirements and creates the prerequisites for the integration of the national economy into the world trade system. International standards, developed by organizations such as the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC) and the Codex Alimentarius Commission, define general principles for managing quality, product safety and methods for its assessment [10, 12]. The use of such standards in national regulatory systems allows to ensure the consistency of product requirements and facilitates the access of goods to international markets [10, 11].

An important element of the state regulation system are conformity assessment procedures, which provide

for confirmation that products meet the established requirements of technical regulations and standards. Conformity assessment can be carried out in the form of certification, declaration of conformity or testing in accredited laboratories. The results of such procedures are an important confirmation of the safety and quality of products, which contributes to the formation of consumer confidence in goods [20].

Customs control plays a significant role in international supply chains, ensuring that goods comply with established technical and safety requirements as they move across the customs border. Customs authorities play an important role in the state control system, as it is at the customs clearance stage that the initial inspection of imported or exported goods is carried out [21, c. 5970–5971].

Customs authorities monitor compliance with the requirements of legislation in the field of foreign economic activity, check documents confirming the compliance of products with the established requirements, and may also select samples of goods for laboratory tests. In case of detection of non-compliance, customs authorities have the right to suspend customs clearance of products or transfer information to the relevant state supervision bodies for additional checks.

Modern approaches to customs control involve the use of risk-based management systems, which allow optimizing control procedures and focusing attention on commodity flows with a high level of risk. The use of information technologies and electronic document management contributes to increasing the efficiency of customs procedures, reducing the time for clearance of goods and reducing administrative barriers in international trade [1; 22].

At the same time, an important component of state regulation is the consumer protection system, which provides for ensuring consumers' access to safe and high-quality products. Consumer protection is an important element of the state's socio-economic policy aimed at ensuring the proper level of safety of goods and services.

The consumer rights protection system includes a set of organizational, legal and informational measures aimed at preventing violations of consumer rights and ensuring an effective mechanism for their restoration in the event

of violations. An important role in this process is played by state supervisory bodies, which monitor compliance by business entities with the requirements of legislation in the field of product quality and safety.

In addition, an important direction for the development of the consumer protection system is to increase the level of consumer awareness regarding product characteristics, its origin and conditions of use. Proper information provision allows consumers to make informed decisions when purchasing goods and contributes to the formation of a responsible attitude of producers to product quality [23].

The stages of control in the international supply chain are shown in Tabl. 2.

Within the context of the international supply chain, the responsibility for the quality control of goods during transport in Ukraine lies with the following departments:

1. The responsibility for the operational control of the vehicle in question is held by the freight forwarding company and the logistics service or the consignor's quality department, who undertake a prior check to ascertain the suitability of the vehicle for loading.

2. The regulatory SPS control is the responsibility of state bodies, namely the State Service of Ukraine for Food Safety and Consumer Protection (veterinary and phytosanitary inspectors at the border) and the customs service, which is responsible for checking the presence of appropriate

Table 2

Control stages in the international supply chain

Stage	Control measures	Key risks	Response measures
Production	Standards, technical regulations	Failure to meet quality requirements set out in technical standards	Certification
Transportation	Conditions monitoring (correct choice of transport)	Product spoilage due to non-compliance with storage conditions	Inspection by various authorities
Customs clearance	Customs control	Illegal imports, incorrect HS code, non-payment of customs duties	Detention of goods at customs
Sales	State supervision (State Service for Food Safety and Consumer Protection)	Products posing a hazard based on physical, chemical, microbiological, toxicological and other parameters	Withdrawal from circulation

Source: developed by the authors based on [18, 21, 23]

labelling on packaging and transport in accordance with the commodity code (UKT ZED).

3. It is incumbent upon the carrier to ensure that they are in compliance with the relevant international standards, as set out in the ATP Agreement.

Thus (Tabl. 2), the system of state regulation of the quality and safety of goods in international supply chains is a complex multi-level structure, which includes the interaction of various state policy instruments. A comprehensive combination of technical regulation, standardization, conformity assessment procedures, customs control and consumer protection mechanisms allows creating an effective system of control over commodity flows in international trade.

The effectiveness of such a system largely depends on the level of coordination between various state bodies, as well as on the degree of harmonization of national legislation with international standards and requirements. Further development of the state regulation system in this area should be aimed at increasing the transparency of

regulatory procedures, improving control mechanisms and expanding international cooperation in the field of ensuring product quality and safety [22, 23].

Conclusions. As a result of the research, it was found that ensuring the quality and safety of goods in international supply chains is a complex multi-level process that requires the effective functioning of the state regulatory system.

It has been determined that technical regulation, standardization, customs control and state supervision mechanisms play a key role in this process. Harmonization of national regulatory requirements with international standards contributes to increasing the efficiency of product quality control and ensures a higher level of consumer protection.

Further research should be directed at improving the mechanisms of interaction between state control bodies and business entities in the field of product quality assurance, as well as at the development of modern tools for monitoring the safety of goods in international supply chains.

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ПІДХОДИ ДЕРЖАВНОГО РЕГУЛЮВАННЯ ДО ЯКОСТІ, БЕЗПЕКИ ПРОДУКЦІЇ ТА ЗАХИСТУ ПРАВ СПОЖИВАЧІВ У МІЖНАРОДНИХ ЛАНЦЮГАХ ПОСТАВОК

У статті досліджено сучасні підходи до державного регулювання якості та безпечності товарів у міжнародних ланцюгах постачання в умовах глобалізації світової економіки та зростання обсягів міжнародної торгівлі.

Проаналізовано роль основних інструментів державної політики у сфері забезпечення якості продукції, зокрема технічного регулювання, стандартизації, оцінки відповідності, митного контролю та механізмів державного нагляду. Обґрунтовано значення комплексного підходу до регулювання якості та безпечності товарів, що передбачає узгоджене функціонування національних і міжнародних нормативно-правових інструментів. Особливу увагу приділено аналізу ролі міжнародних стандартів і регуляторних механізмів у формуванні ефективної системи контролю якості продукції у міжнародних товарних потоках. Визначено, що гармонізація національних систем конкурентоспроможності продукції на світових ринках та забезпеченню належного рівня захисту прав споживачів. Розглянуто значення митного контролю як одного з ключових елементів державного регулювання, спрямованого на запобігання потраплянню на внутрішній ринок небезпечної або неякісної продукції. Встановлено, що ефективність державного регулювання значною мірою залежить від інтегрованого використання інструментів технічного регулювання, сучасних систем управління якістю, міжнародних стандартів та механізмів міжвідомчої взаємодії органів державного контролю. Показано, що комплексне застосування зазначених інструментів сприяє підвищенню прозорості міжнародної торгівлі, мінімізації ризиків поширення небезпечної продукції, а також формуванню ефективної системи забезпечення прав споживачів у глобалізованому економічному середовищі. Отримані результати можуть бути використані для вдосконалення державної політики у сфері технічного регулювання, митного контролю та захисту прав споживачів, а також для підвищення ефективності функціонування системи забезпечення якості та безпечності продукції у міжнародних ланцюгах постачання.

Ключові слова: якість, безпечність продукції, міжнародна торгівля, захист прав споживачів, технічне регулювання, міжнародні ланцюги постачання, технічні регламенти, стандартизація, гармонізація законодавства.

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