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## PLACE OF STANDARDIZATION IN ADMINISTRATIVE AND LEGAL REGULATION OF ECONOMIC ACTIVITY IN UKRAINE

The article examines the legal framework of standardization, its place in administrative and legal regulation of economic activity. The opinions of scholars on the issue of administrative and legal regulation of social relations are investigated. Viewing standardization as a tool of state regulation and an integral component of the national system of technical regulation, which is governed by the Laws of Ukraine "On Standardization", "On Standards, Technical Regulations and Procedures for the Evaluation of Compliance" attention should be paid to its occurrence in the scope of public interest that exists in the state.

In Ukraine the economic activity is subject to administrative regulation by the state, where standardization is a means of direct administrative impact on business entities. It covers an extremely wide area of public activity, including scientific, technical, economic and legal aspects. By its nature, standardization is a means of direct administrative control over economic entities, which creates a dependence on the state bodies exercising control over the quality of products, goods and services. Its goal is to establish provisions for general and repeated use in order to protect life, health and property of the person, as well as environment.

The analysis of legislative acts, theoretical sources gave the opportunity to come to the conclusion that standardization as an administrative and legal means of regulation of the most crucial from the point of view of the state public relations has an important place in the mechanism of administrative and legal regulation of economic activity in Ukraine.