

Abstract of the Article
**“Product Quality Management and Social
Responsibility Increase Problems”**
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The analysis of problems Ukraine faces in the field of product (service) quality management is given, on the one hand, at the state level, at the level of acting legislation and regulations, and, on the other hand, at the enterprise level. It has been shown provision of high quality and competitiveness of products requires a harmonious combination of an effective state regulation system in the product (service) quality provision sphere, and businesses' social responsibility, as well as the high level of quality management at enterprises. The need to apply the term “quality” with such adjectives as unacceptable, low, high, supreme in contrast to the standard ISO 9000:2008 recommendations. The term “unacceptable quality” should be applied to products non-compatible with the acting legislation, standards, and threatening the human morale, health, life, property, and environment. Production and sales thereof must be prohibited. Examples of production and sales of such products in Ukraine and abroad are given.

The leading role of state regulation and certain recommendations on its improvement have been grounded. The most important function of economy state regulation authorities must be, on the one hand, generation of favorable conditions for competitive products' manufacturing by domestic producers, and the introduction of effective control and high responsibility for unacceptable and poor quality production as well as for poor advertising. This function is implemented ineffectively in Ukraine so far. According to the author's opinion, the main reasons for the present situation are: powerful lobbying of interests in the Verkhovna Rada; widespread corruption; political instability; the newly-established politics' priority over economy. The recommendations on food products' safety management certification acceleration in accordance with ISO 22000 and ISO 9001:2008 standards are grounded.