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ПРІОРИТЕТИ МОДЕРНІЗАЦІЇ РЕГІОНІВ УКРАЇНИ В ПРОЦЕСІ ЄВРОІНТЕГРАЦІЇ

FOREIGN EXPERIENCE OF REGIONAL DEVELOPMENT MANAGEMENT AND ASSESSMENT OF THE EFFECTIVENESS OF STRATEGIC CHANGES IN THE CONTEXT OF EUROPEAN INTEGRATION

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Ukraine's inclusion in the world processes of global integration and geopolitical competition cannot but affect the life of the country's cities and the prospects for their development. Globalization processes force cities to develop civilized market relations, to focus on European quality standards in the field of social services, to use new information and innovative technologies that can change the functional orientation of cities, to strengthen the requirements for environmental safety, etc. In the context of European integration, which the country is facing today, the search for internal development resources that would facilitate the country's transition to promising forms of production that could provide the country with the necessary products, regardless of imports and prices for natural resources in the world market, begins. Thus, in the context of European integration, the main functions of the state are ensuring the security and competitiveness of the country and a sustainable increase in the level and quality of life of the population.

For this reason, there is an urgent need to revitalize the socio-economic potential of Ukrainian cities. Effective development of cities will allow correcting the existing social inequality between different types of territorial settlements, as well as to preserve the integrity of the state and build public confidence in political institutions. According to the researchers, the city itself is "the primary center where the foundations of the success of the entire nation are established through its social environment, economy and population actively involved in this process" [1].

The governmental level should promote the establishment of an effective system of rules and regulations that would define the basic principles of effective interaction between the center, the region and the local level of government, to which a large city belongs. First, the center should monitor the state and prospects of urban development. Another important aspect of the state's role in the development of large cities is to provide direct state support. It is about the need to develop programs at the governmental level to support border cities. In the absence of real state support, such cities will not cope with the functions assigned to them, which are determined by their territorial location and geopolitical factor. The main challenges facing border cities are irregular migration, smuggling, penetration of radical groups, which is especially

important in the context of military operations. That is why I consider it expedient to consider the foreign experience of regional development management and evaluation of the effectiveness of strategic changes.

The growth of attention to the problem of developing systems of socio-economic indicators for monitoring the conditions of social development was noted in the 70s of the XX century. At that time, a large number of methodological works devoted to this topic appeared [2, 3]. Later, systems of indicators began to appear, which are updated on a regular basis. They provided the results of statistical analysis of the relationship between different socio-economic indicators.

The Organization for European Cooperation and Development has started the development of socio-economic indicators designed to assess the quality of governance within urban areas. However, the developed indicators have not been applied in practice. At the same time, studies of the quality of life have become particularly popular. Considerable attention was paid to the development of the very concept of human quality of life in settlements, and especially in cities as the most rapidly developing systems. Various international and National City rankings have been compiled taking into account various indicators of the urban environment [3, 4].

Since the mid-1970s, urban researchers in developed countries, and later local government officials, have understood the importance of indicators as a key factor in improving the effectiveness of urban governance. This understanding was because the indicators allow, with the help of certain numerical values, to identify and formalize the problem, to give, ultimately, a comprehensive view of the research subject. As one of the first scientific works to introduce a universal system of indicators of socio-economic development of cities as a planning tool at the local level, we can note the work of Professor of Boston State University Rutgers D. Hughes [2], which provides an analysis of the dynamics of urban development with the help of a specially developed system of indicators.

At the Second United Nations Conference on Human Settlements (Habitat II) a unified set of programmatic actions of the Habitat Agenda (agreements, posts, action plans, etc.) was developed, aimed at providing people with adequate housing and solving the problems of sustainable development of human settlements in temporary conditions, taking into account the peculiarities of urbanization processes in different regions of the world.

The purpose of the Urban Indicators Programme, as one of the three-core programme of the Global Urban Observatory and Statistics project, is to monitor the implementation of these policy actions. In addition, the Global Urban Observatory and Statistics programme package includes the establishment of the Global Urban Observatory (GUO) network of research institutions and civil society organizations, operating at regional and local levels under the auspices of the Habitat Centre.

Network, on Urban Research in the European Union (NUREC), which brings together experts from EU countries in order to consolidate efforts to create a common database of indicators for the analysis of modern urban development in the European Union and other regions of the world.

It should be noted that in developed countries the systems of urban development indicators have a more humanitarian orientation, which is, they are developed with a

significant emphasis on the coverage of the quality of the urban environment and to a lesser extent focused on the indication of economic progress. This is not to say that economic development is not adequately valued in either the European or American indicator systems. Economic progress in them is measured with the help of more integrated statistics - indicators of urban product, for the calculation of which in the cities of developed countries there is a complete information base, employment statistics, competitiveness index, etc.

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ФОРМУВАННЯ НОВОЇ СТРУКТУРИ ЕКОНОМІЧНОЇ ПОЛІТИКИ В КОНТЕКСТІ НАЦІОНАЛЬНИХ ІНТЕРЕСІВ УКРАЇНИ

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Сьогодні українська держава, як і переважна більшість країн світу, зіштовхнулася з рядом нових викликів соціального, економічного та політичного характеру, які суттєво вплинули на функціонування всіх сфер суспільного життя. Сформовані суспільно-економічні реалії функціонування господарських систем в умовах нарощення різних за природою загроз і ризиків, норми «нової реальності» дають підстави зробити висновок про неспроможність усталених управлінських механізмів забезпечити відповідне до нових умов господарювання.

Велика частка державного сектору в економіці, недосконалість і фрагментарність законодавства щодо розвитку сучасних галузей виробництва, стримують економічне зростання та залучення внутрішніх та зовнішніх інвестицій.