



DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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DEVELOPMENT OF MECHANISM FOR FORMATION AND ACTIVATION OF TERRITORIAL IMAGE POTENTIAL

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The object of research is the mechanism of formation and activation of the potential of the regional image. In the practice of regional management, a certain algorithm for creating an image is used, but the problem is the lack of a single tool for assessing and attracting the potential of the territory to create its attractive image. To overcome this problem, the author developed a mechanism for forming and activating the potential of a regional image. This mechanism envisages the attraction to the image-making system of the territory of its entire resource potential, a very broad toolkit not only of administrative science, but also of sociology, psychology, economic analysis, and marketing.

To solve the main research tasks, such methods as system analysis, structuring, dialectical method, control theory are used. With the help of these methods, the structure of the mechanism is proposed in the form of the functioning of systems for diagnosing potential, image formation and its promotion in external space. The functional content of these systems is revealed, their tools and methodological base are developed, which can be used at various stages of development and promotion of the image. As the main reference point for the functioning of the mechanism, the interests of the consumers of the territory are put forward, their characteristics are specified, a group of stakeholders is determined, their difference from consumers of the territory is justified. Among the basic principles of the functioning of the mechanism, the principle of predictability, phasing, feedback, and productivity is singled out. Their manifestation as a result of using the mechanism is determined.

The developed mechanism is universal, which makes it possible to develop measures, starting from the idea of the image of the territory to promote its holistic image. The use of the mechanism in the practice of regional management will make it possible to intensify the efforts of local authorities and the public to develop and promote the image of the territory on the national and global economic space. The tools of the mechanism can be used to diagnose the potential of regional development and develop measures for territorial marketing.

Keywords: image of the territory, image potential, regional management, territorial marketing, diagnostic system.

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**IMPROVEMENT OF THE CONSTRUCTION INDUSTRY
MANAGEMENT OF LATVIA BASED ON THE EXPERIENCE OF
CONSTRUCTION ECO-LABELLING IN SCANDINAVIA**

page 11–17

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The object of research is the construction industry in Latvia. This branch of the national economy of Latvia has experienced significant downturns and ups in recent years. The study of the causes and consequences of these fluctuations is important for the country's economy. Among the significant shortcomings can be called a high level of shadow economy in construction, the use of poor-quality building materials, a shortage of labor at all levels of the industry, a long bureaucratic way in the preparation of documents,

Improvement of the Latvian construction industry is possible with the involvement of foreign experience. On an example of the countries of Scandinavia one of the important stages of formation of qualitative and ecological construction is considered. In the Nordic countries, since 1989, a system of eco-labeling of buildings has been applied to buildings commissioned. These documents confirm the use of high-quality building materials, energy efficiency of the building, certification of the company and used materials. Documents on eco-labeling are necessary for residential buildings, private houses and all types of educational institutions and kindergartens. This means that only materials that have been rigorously selected for quality and chemical composition are used for construction.

Using the experience of working with Scandinavian clients, the author has studied the experience of implementing the eco-labeling system of buildings, as well as collected the necessary information to study the research topic and determine the approaches to the Nordic experience in the construction industry in Latvia. The introduction of eco-labeling of buildings and passports into private homes, multi-storey residential buildings, schools, kindergartens and other educational institutions will lead to the use of better construction materials and also to an understanding of the responsibility of general construction contractors, construction companies, and suppliers of building materials. Also, the use of environmental building materials in residential and educational institutions will lead to better health of the population, in particular, to reducing allergies and diseases of the respiratory system.

The introduction of eco-labels and passports for buildings should be introduced at the state level, and the requirements of the European Union for the use of environmental materials in construction should be adapted for Latvia. It is important to competently and systematically develop a model for the introduction of modern management approaches to the construction industry based on the experience of advanced countries. Toughening requirements for all stages of the construction process, using safe building materials, as well as strengthening labor protection requirements, will improve the quality of the entire construction industry as a whole. The

introduction of eco-labeling systems will take time, but will lead to positive results.

Keywords: construction industry, eco-labeling of buildings, experience introduction, building materials, Basta, Swan.

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ANALYSIS OF THE THEORETICAL AND METHODOLOGICAL SUPPORT OF THE STUDY OF ENERGY SECURITY OF THE COUNTRY

page 18–23

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World energy consumption is constantly growing. In these conditions, the problem of finding new opportunities to meet the growing needs in energy resources is becoming more acute. This situation leads to the need to consider the directions and prospects for development of synthetic liquid motor fuel in the context of solving the problem of enhancing the country's energy security. The object of this research is the energy security of the country and its components that characterize the internal and external factors of the functioning of the country's energy system. The components of the country's energy security are fuel and energy resources and the economic and infrastructural elements of the energy system are developed on its territory. One of the main problem areas of the research object is the lack of a unified approach to the interpretation of the essence of the concept of «energy security» and the organization of its assessment process.

During the research methods of analysis, synthesis and system analysis were used.

A systematic analysis of the components of energy security has proved that the generally accepted view is the inclusion of «energy accessibility» to the content of the concept of «energy security». Other components are complementary to this component. Energy security is a generalizing concept of various components and components that can't be characterized by a single indicator. The lack of consensus on the content of this concept leads to a variety of methodological approaches to its evaluation. It is established that most often for the assessment of energy security a system of indicators is used, distributed by components and aggregated in a weighted standardized form into a single integrated indicator, which is the measure of energy security.

It is proved that most of the existing methods provide for the allocation and assessment of individual components of energy security, but not enough attention is paid to assessing its market component. It is substantiated that the basis of the market approach to the assessment of the country's energy security should

be an analysis of the market situation of individual energy resources with the aim of determining the reliability and balance of the provision of energy needs.

Keywords: energy security of the country, energy system, fuel and energy complex, liquid motor fuel, methodical approach.

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THE SUBSTANTIATION OF THE NECESSARY TO OBSERVE THE SOCIAL JUSTICE IN THE COURSE OF REFORMING THE TERRITORIAL STRUCTURE OF UKRAINE

page 24–29

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The object of research is the process of observing social justice in the course of reforming the territorial structure of Ukraine. The reform of local self-government, which significantly intensified over the last five years in the social and economic system of Ukraine, is implemented against the backdrop of euro-integration processes and the globalization of the economy, can't but affect the results of decentralization of power. One of the important problems of the process of reforming the territorial structure of Ukraine is the observance of social justice when achieving an economic effect from activities that are being implemented.

During the research, theoretical and empirical methods and techniques were used, namely: analysis and synthesis, induction and deduction, logic theory, cognitive modeling, comparative studies, abstraction, formalization and structural decomposition, content analysis.

A number of new scientific results of varying degrees of novelty were obtained. Generalized and analyzed theoretical aspects of the worldview platform for reforming the territorial structure. It is proved that the implementation of foreign experience should take into account the mental specifics of Ukrainian society. A cognitive model of the cause-effect relationships between the economic and social components of the regional system is constructed. It proves the priority of the three-level construction of the state, in which the territorial communities are the basic link. The composition of the model of the economic system of the region proposed to include raw materials and human components, as well as the main means of production, as characteristics of the state of the economic system. It is calculated the tightness of the

links between economic and social indicators, as an indicator of the observance of social justice in society.

The construction of a model of cause-effect relationships between the components of the socio-economic system of the region made it possible to prove that the notion of social justice is inseparable from the economic results of managing its primary links. Effective functioning of each of the territorial communities, as primary links in the administrative system of the region, is an indispensable condition for the formation of social standards of living of the population at the level of world analogues.

Keywords: socio-economic system of the region, administrative structure, territorial community, social justice, economic efficiency.

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INTRODUCTION OF THE SMART CITIES MODEL AS ONE OF PRIORITIES OF SOCIAL AND ECONOMIC DEVELOPMENT OF TERRITORIES

page 30–35

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The object of research is the perspective model of creation of the cities of comfortable accommodation of the population under the name «Smart cities». This model is an effective and advanced solution of the problem of development of regional and municipal economy now.

One of the most problem places of the continuing growth of the cities and the accelerated rates of an urbanization of territories is emergence new conditions of use of scarce resources against the background of the growing needs of the population. The most important task of municipalities in modern conditions is finding solutions for creation to the population of the region of comfortable conditions of accommodation. The growing rates of urbanization define set of such conditions of use of energy and water resources, elements of social infrastructure which would meet in full degree requirements of society. Therefore the relevance of use of criterion of efficiency from the point of view of satisfaction of needs of social and economic character and limitation of the available resources increases.

In work during the research methods of the scientific analysis by means of which has become possible to analyze the most different interpretations of the concept Smart cities and approaches to its formation were used. The statistical data used during the research have shown that the efficiency of social and economic development of regions and the country anyway assumes formations of «the clever cities» and reduction of city and regional infrastructure by all according to norms of Smart city.

By results of a research data that as the solution of the problems arising during urbanization, one of innovative concepts assuming development of city infrastructure and increase in efficiency of use of resources – «Smarts city» can be applied are obtained.

Thanks to it an opportunity to depict a concrete set of unique characteristics which the region or the city has to have is provided to have the right to be called «Smart city» and to define the major factors influencing their formation.

Keywords: regional economy, regional development, Smart city, priorities of regional development.

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ANALYSIS OF PECULIARITIES AND PROSPECTS OF DEVELOPMENT OF UKRAINE IN THE CONCEPT OF «INDUSTRY 4.0»

page 36–41

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The object of research is the process of formation and peculiarities of application of the concept of «Industry 4.0» as an

integral part of the modern economic worldview in Ukraine. But applying the concept «Industry 4.0», it is necessary to assess the possible negative social consequences of a new round of technological progress. So, this research is aimed at assessing existing problems, analyzing the features and prospects of Ukraine in applying the concept of «Industry 4.0».

The study used methods of theoretical generalization, the method of structural-functional analysis, dialectical and system-analytical methods. The dialectical method allowed to analyze and generalize some aspects of scientific knowledge and ideas about the nature of the concept «Industry 4.0». The system-analytical method allowed to study the functioning and development of the concept «Industry 4.0» as a factor of the country's socio-economic development.

The concept «Industry 4.0» is considered as the concept of «production of knowledge». Increasingly in demand are highly qualified and the corresponding level of knowledge. Compared with other European countries, Ukraine is behind in all indicators except for the coverage of higher education. Ukraine still takes a prominent position in terms of «higher, secondary and vocational education» and «market size», but has a critical gap in the «macroeconomic environment» ratings, «Institutions», «business development». Ukraine's Global Innovation Index shows the high potential for an innovative development model of the economy as a whole. So, the introduction of the concept of Industry 4.0 and digitization of the economy will lead to a change in production and sales system, will contribute to the organizational and structural transformation, the emergence of new models of using new technologies business.

The technological revolution, new technologies, rapidly changing needs of business and society, the emergence of new forms of interaction and diffusion of knowledge – is an essential component of the modern post-industrial world. Digitalization generates additional competitive opportunities, the implementation and development of which will increase the efficiency of social production and improve the quality of life of the population.

Keywords: new strategy of economic development, fourth industrial revolution, concept «Industry 4.0», digital economy.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

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ESTIMATED LOSSES OF INNOVATIVE CAPACITY OF THE PARTIES AS A RESULT OF «HYBRID» RUSSIAN AGGRESSION AGAINST UKRAINE

page 42–48

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The object of the research is the process of estimation of losses of the innovation potential of the states that are in «hybrid» military confrontation. But there appears a problem of trustworthiness of results of such estimation. It may be achieved by comparing deviations of the real dynamics of national production results taking into account factors of the physical and human capital and also technological progress.

The work conducts the estimation of losses (increment) of the innovative potential of Ukraine as a state-victim and Russia as a state-aggressor in the «hybrid» war, started from the temporary occupation of the Crimean Autonomous republic and continuing till today. Estimation results are based on real (official) statistical data of the World Bank, present in public access for 1995–2017. The estimation object is the dynamics of result of the national economies of the conflict parties taking into account production factors and technological progress.

There was realized the improvement of the methodical support of the estimation of innovation potential losses at the micro-level by modeling the production function of Tinbergen-Solow. As a result, there was obtained the fixed and current dynamics of the technological progress parameter for the states-antagonists in the «hybrid» conflict for 2013–2017. There were calculated differences of multipliers of Tinbergen-Solow production function by the technological progress parameter – fixed for 2013 and current for 2014–2017.

It was grounded that during 4 years of «hybrid» aggression renovation of the Ukrainian national economy is by 7.5 % slower

than in Russia. The increment of the Ukrainian innovation potential in 2014–2017 was 2.1 % of the GDP volume for the end of 2013. Losses of the Russian innovative potential for the same period were 8.5 % of the GDP volume for 2013.

The results of improving the methodical support of the process of estimating innovation potential losses of the parties of «hybrid» aggression form a base for modeling the dynamics of real GDP and its physical volume that increases a base of future studies essentially.

Keywords: innovative potential, production function, macroeconomic dynamics, «hybrid» aggression, GDP in real prices.

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