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METHODOLOGICAL ASPECTS OF DETERMINING THE PRIORITIES OF REGIONAL DEVELOPMENT POLICY

Problem statement. The effectiveness of the development and implementation of regional policy largely depends on the efficiency of its fundamental and general methodological framework, which provides regional policy actions and controls to determine its objectives, priorities and regulation of social and economic development of the areas. Awareness of the fact that one of the consequences of social reform was a significant divergence of socio-economic development of the problem becomes to identify priorities of regional development policy. Awareness of the fact that one of the consequences of social reforms was a significant divergence of socio-economic development of the region, actual becomes to identify priorities of regional development policy.

Analysis of recent research and publications. World science and practice has a huge methodological experience in prioritizing the implementation of regional policy. Problems of setting priorities and strategic ways of regions are examined in the works of foreign and domestic scientists and economists (White S., G. van Gig, Zhuk V., Kozhemyachko E., Krush P., Kushnir M., Matvienko V., S. Sonko, Shevchenko O., Schekovych O.). Also this subject devoted work of many other scientists. The emergence of regional asymmetries and disproportion and the necessity recreation of depressed areas attracting public attention, scientists and politicians. However, the official acts and the literature made no clear selection criterias and methods for determining priorities in regional development policy.

Objective statement. The aim of the research is to improve the methodology in relation to definition of priorities of regional development in Ukraine. The task of building a new model of regional policy requires improvement methodology definition of priorities of regional development policy at the national and regional levels.

The main material of research. In planning and programming of regional development need to be considered the processes of material, spiritual, and demographic information playback. Some regions are at agroindustrial, others - industrial, and others - post-industrial stage of development. Due to the large variety and differentiation of regions of Ukraine requires differentiation of specific regional policies. Knowledge of reproductive processes should be directed towards coordination of regional functioning in all spheres of human activity, improvement of internal and external communications, the territorial organization of production and population by type "center - regions." Reproductive approach allows to determine priorities for socio-economic development and material and financial means necessary for proportional and balanced development of all functional and structural units in each region.

Problematic approach becomes one of the leading in regional development policy as it concentrates all territorial potential to resolving key challenges and internal contradictions. Therefore, an important methodological issues have acquire, such as ranking problems, choosing the most crucial step for the development of a particular region and the country as a whole, determine the chronological parameters of the solution of a problem and achieve specific goals.

Objectives of regional governance can be seen as a hierarchy of sub. The method of construction of the objectives tree is of the most widespread and effective ways to analyze weakly structured tasks facing the economic entities. It helps to find the best ways and means to solve the existing problems. The defining component of the "objectives tree" regional governance is the strategic goals related to the quality of the economic system, its preservation or transformation. Strategic goals transformed into tactics that capture the blocks of action to achieve the first, and tactical - in operational, that define the daily concrete actions to achieve both. Hierarchy "objectives tree" and the tasks often corresponds to organizational construction of regional systems.

For the regional government is important identify global objectives that will determine the direction of the regional economic system, while global part - define general objectives and several related that concretize its content. The Concept of national regional policy defines the main goal of the current state of regional policy as a creating the conditions for a dynamic, sustainable socio-economic development of Ukraine and its regions, improving living standards, the observance of state-guaranteed social standards for each of its citizens, regardless the place of residence [1].

International experience shows that the goals and priorities of regional policy are of a dual nature. On the one hand, it is related to the problems of development of various regions of the country, on the other - with the implementation of national objectives. Therefore, the general objective of regional development

policy should determine the most generalized form of economic, social, political, demographic, cultural and environmental sub.

Thus, the policy of regional development combines targeted public efforts aimed at balancing the operating conditions of regions and their results, improve the efficiency of the total regional resources and opportunities, creating the conditions for improving the efficiency of individual regions. In regional policy play an important role priorities and targets. Scientists of the National Institute of Strategic Studies indicate that tactical miscalculations of regional development of Ukraine conditioned by the lack of clearly defined, research-based economic and social policy priorities, lack of consideration of characteristics of long-term trends of regional development [2, p.5].

Priority development of objectives determine based on the contradiction between the growth of needs and opportunities to meet them. In Encyclopedia, ed. A. Prokhorov priority (from Lat. Prior - the first senior) is defined as primacy of time in the implementation of any kind of activity [3]. By definition, an American scientist J. van Giga, "priority" can be viewed as formalization of the appointment of various properties of benefits decisions in order to add great importance to some properties and smaller - to other one. [4, p.17-18].

The function of the priorities is to define the specific tasks to be executed in order to achieve their goals. The process of selecting of priorities among the goals may be is based on using of different models of decision-making. The practice of a combination of varied computational procedures for identifying priorities based on analysis of "objectives tree" contributed to the emergence techniques such as system structures, the method of "double tree" system RDYE method of functional analysis, the method of Dean and Mauser.

Priority setting of regional policy of development in Ukraine is based on the theory of system analysis, selection, synthesis under conditions of uncertainty which can solve weakly structured task of estimation and comparison of the mechanisms of transformation of a problem situation in the target. About weakly structured problem can we talk, if the latter does not have such properties: cannot be described in variables that take numerical values, the purpose has no a clear objective function of expression, not algorithms of getting numerical solutions [5, p.38].

Priorities are a special kind of hierarchy where particular purpose preferred than others. Appointment of preferences dictated by political expediency, and the requirements of the public, and the present moment and the results of formal analysis. The hierarchy which is developed on the basis of a systematic analysis is nothing less than a structure of decision-making process. Each level of the hierarchy describes it with different points of view and with different detailed elaboration. The last level of the hierarchy can be interpreted as a collection of criteria for evaluating the process and the factors that determine its dynamics.

Taking into account the considerations of Matvienko V. about the problem of Ukrainian national interests [6, s.322], we conclude that the application of the method of system analysis to determine priorities of national regional policy has shown that for the objective needs of nation-of construction of hierarchy of priorities should include: the level of vital interests, the level of media priorities, the level of media interest priorities, the level of global issues.

Priority setting of regional development policy should take into account the properties of the region as a complex object management, namely:

- a probability determines the opportunity to anticipate the state of the region at a certain time with a certain probability, because management decisions are made by weakly defined conditions;
- dynamism provides a consideration the region as a system that changes over time;
- A large system considers the region as a union of dissimilar elements and subsystems that have their own purpose with elements of self-organization;
- Openness of the region determines the formation of his active relations with the mutual influence of the subject and object management environment [7, c. 135].

In the sphere of material production and non-production sphere depending on the hierarchical level of management priorities are the following: general economic, industry, intrabranh, intraindusrty. By order of definition are distinguished global and local priorities. Global priority regions will be dictated by government policy.

Local carry territorial character and important prerequisites for the selection of priorities is the natural conditions of the region and the level of security of their workforce. During the period of the priorities can be divided into static and dynamic. The latter will depend on changes in socio-economic development of regions and the country as a whole.

How different priorities and their properties, so many parameters that characterize them. Scientists S. Sonko, V. Kulishova V. Mustafin are divided priority indicators on target, resource, efficiency and proper prioritization.

The target, in their opinion, are the indicators with which you can determine priorities and alternatives. Resource indicators of expenditure are different types of inputs: the main production and non-production assets, investments, natural and human resources.

Policy of the regions are not always in the interest of state's policy in general. Policy regions are not always in the interest of policy in general. Regions can have their priority areas of development that do not always coincide with government. The policy covers the targeted actions of the authorities in the region,

aimed at the efficient use of all resources in the region to increase welfare, improve the structure of material production, improvement of the environment, the development of social and economic infrastructure. However, the state regional economic policy and the policy of regions should not be contradictory: ideally they should be one, complement and enrich each other. Because comes a point to develop a new regional policy, which aims to combine the tasks of economic reform and modernization of the country's regional development objectives. An important focus of this policy should be the participation of the regions in the implementation of national development projects which provide comprehensive regional development and aimed at increasing the capacity of Ukrainian life.

Summary and further research. At present, regional development policy should be based on the system combination of measures to promote the purpose of internal accumulation potential of regions with the means of redistributing resources to problem areas. Successful identification of priorities in regional development policy requires a improvement of the legal, organizational and economic norms of state regulation of regional development. General objective of regional development policy must focus on the constant increase of the life potential of the population and its regions. The policy of regional development should be determined its priority directions of development, which may not always coincide with government. Setting priorities in solving problems of regional development due to their weak structuring should be based primarily on the results of systems analysis, modeling and economic forecasting.

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Luchyk V.Ye., Luchyk M.V. METHODOLOGICAL ASPECTS OF DETERMINING THE PRIORITIES OF REGIONAL DEVELOPMENT POLICY

Purpose. The aim of the article is the improvement of methodology to determine the priorities of regional policy in Ukraine.

Methodology of research. The following scientific techniques and methods were used in the article to achieve this aim: systematic, dialectical, logical, synergistic and historical. Setting priorities of regional policy can usefully be measured by the methods of analysis, synthesis, induction, deduction and scientific abstraction, comparative analysis, economic and mathematical modeling.

Findings. Expediency prioritizing in the regional development policy based on the theoretical and methodological foundations of methodological provisions that will provide bridging of existing territorial asymmetries and imbalances in economic and social dimension.

Originality. Scientific novelty lies in the fact that the choice of methods for determining priorities in regional development policy should be based on the use of indicators of their positioning relatively to opportunities for growth and modernization and standard of living of the population, taking into account where appropriate targets should be formulated to ensure public safety and to increase its life potential.

Practical value. The obtained results are the basis for adjusting the general objective of regional policy by sending this aim on a steady increase in life potential of the country's population and its regions.

Key words: priorities of regional policy, the methodology for determining priorities, regional development.