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SOCIAL AND ECONOMIC POTENTIAL OF MODERNIZATION OF REGIONAL ECONOMIC SYSTEMS

The aim of the article is an analysis, generalization and improvement of theoretical positions concerning the nature and content of social and economic potential of the region's modernization.

The theoretical and methodological basis of research are fundamental provisions of economics, regional economics, strategic management of social and economic systems and planning processes of development, all of which appeared in the application of such research methods: theoretical generalization – to study the theoretical foundations of the economic potential of the modernization; monographic – to explore the potential of the concept; abstract and logical – to determine the nature of social and economic potential of the region's modernization; system and structural analysis – to analyze the component structure of the economic potential of modernization.

In modern conditions the structure of production is characterized by an increasing orientation to the regional system of management. These circumstances reinforce the need of regional researches and provide them particular relevance in the context of implementing a comprehensive modernization for social and economic systems.

On the basis of the conducted research it has been determined that use of the potential has always purposeful character on achieving certain goals and objectives of social and economic development of territories.

The defining peculiarity of the modernization potential of the regions is priority not only the achieved level of the most important volumetric parameters, but also the dynamics of economic and social development of corresponding territory.

This fundamentally distinguishes the potential ability of this or that region to the modernization of the total level of their economic development that is characterized by exclusively static (level) indicators, such as, for example, the gross regional product.

The spatial system of the country in general can not make progress for a long time effective and sustainable, based on the weak “base” of regions. It is necessary the reliance on strong regions, the full account of territorial factors of management, which is extremely important for the modern Ukraine, which has a large area, which is characterized by certain regional differences.

Today, regions are in conditions of growing international and global economic competition that puts new demands on their competitiveness.

One of the main issues in the sphere of management system of regions is the ability to dispose effectively with available resources of territories. This should be considered when we are talking about need of the comprehensive social and economic modernization of the regions, construction of appropriate strategy and planning measures aimed for its implementation.

In this regard, we can speak about expediency of allotment of the concept “social and economic potential of modernization” including modernization, carried out at the regional level.

Social and economic potential of modernization includes not only a set of resources and qualitative characteristics of the regional systems, that allows to estimate the direction of the industrial relations system, the development priorities, social policy in the regions to meet the challenges of modernization.

Prospects for further development lie in the plane of the determination and assessment of quality characteristics of regional systems.

The scientific novelty of the research results is to improve the theoretical positions of the economic nature of social and economic potential of the modernization of regional economic systems.

The obtained results of research are aimed at solving the problems of modernization transformation in the regions and estimation of the orientation system of industrial relations, development priorities and social policy in the regions to meet the challenges of modernization.

Key words: region, potential, social and economic potential, social and economic development, modernization.

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