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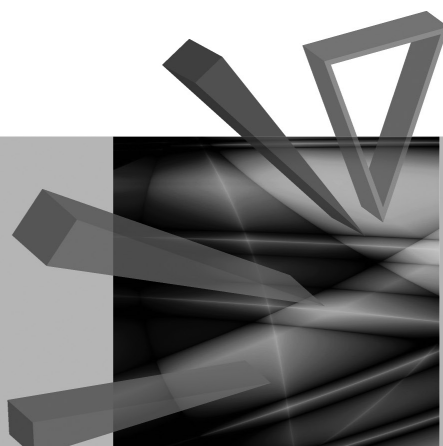
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296

Kryzys finansowy a programowanie rozwoju jednostek przestrzennych



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QUESTIONS OF THE ASSESSMENT AND BUILDING OF UKRAINE REGIONS COMPETITIVENESS

Summary: The article presents the essence of regions' competitiveness. The author proposed a methodical approach to the evaluation of competitiveness of the regions. She also proposed a regional policy which would improve competitiveness and which would become a chance of the introduction of innovation development strategy.

Keywords: competition, region, competitiveness of region, competitive advantage, regional policy, innovation strategy.

1. Introduction

Practical significance of the results of the research is the development of applied provisions which allow to generate effective organizational and economic mechanisms to enhance the competitiveness of the regions of the state. The results were used in the management of the economy of Volyn Regional State Administration, the financial management of the Volyn Regional State Administration Volyn regional territorial office of the Antimonopoly Committee of Ukraine, Lviv regional territorial office of the Antimonopoly Committee of Ukraine. Theoretical and methodological developments were implemented in the educational process at Lutsk National Technical University, Volyn National University of Lesya Ukrainian, Volyn Institute for Economics and Management at teaching «Placement of the productive forces and the regional economy», «Innovation Management», «Economic Theory», «State Regulation economy», «Management of regional development», «Economic Security», «Competitiveness of Enterprises», «Statistics social-economic development of the region».

2. Assessment and building competitiveness of the Ukrainian regions

Nowadays there is particular relevance of market economy to the issues of regional development, which is associated with the need to achieve high level of competitive-

ness by each region of the state. Interregional competition is not yet subject to specific state regulation, which requires, in turn, to solve this problem that is very relevant today. The absence of an integrated approach to the development and implementation mechanism of increasing the competitiveness of the region leads to inefficient use of competitive advantages, the emergence of significant regional asymmetries in the levels of competitiveness of regions of the country, reducing their economic security, the level of human development and so on.

Improving the competitiveness of the region has become the most important priority of state policy, the formation of favorable intra- and interregional competitive environment. This requires, on the one hand, the formation, and on the other the consideration of the competitive environment of the definition of regional characteristics, and thus the national economy, production conditions and factors that may contribute to effective competition¹ [1,2]. In Ukraine, support and enhancement of the competitiveness of regions of the country have not received appropriate scientific justification, good organizational, economic and methodological support and is considered fragmented.

A region as a kind of social-economic system should occupy a proper place in the competitive struggle of the country and ensuring its stable development and competitiveness is determined not only by the presence of internal resources and benefits, but also the ability to implement them in the environment. However, exploring the competitiveness of the region (meso level) is important to consider and combine system factors that determine the competitiveness of the objects inside the region and at the state level in order to identify the possibility of their use in the regions. Changes in the market environment, accompanied by the emergence of new trends and theories which allow to determine the degree of state intervention in various economic processes and phenomena, let assess the level of development of a competitive environment, to form a mechanism to increase the region's competitiveness. The basis of the formation of organizational and economic mechanism for increasing the competitiveness of the region needs to put a selection of forms, guidelines, tools of competition among regions of the state, which requires the development paradigm of interregional competition. The basis of the paradigm of interregional competition is the idea of fair competition among regions of the state for fundraising and obtaining benefits. It has been proved that every region of the state should be subject to full competition with inherent competitive advantages, and as such, is able to compete for resources and economic conditions, increasing the level of competitiveness. Thus, regions of the state are constantly in competition for investment, innovation, human and resources. Regional authorities compete about more favorable investments in comparison with other regions, subject to receipt of benefits: procurement, transfers, tax and credit incentives and more. Along with this, fair competition be-

¹ See: L. Kovalska: *The competitiveness of the region: theory, methodology, practice*, eds. Z. Gerasymchuk, L. Kovalska L., LNTU, Luck 2008, p. 280; L. Kovalska: *Evaluation of competitiveness of the region and mechanisms of increase*, ed. L. Kovalska, LNTU, Luck 2007, p. 385.

tween regions of the state is possible in a dynamic economy that offers opportunities to all regions to compete freely for resources and benefits to change the competitive landscape of the state, to form and develop competitive advantages the implementation of which will ensure a safe development of other regions of the country. Such conditions can ensure that a state using different regulation tools of competitive relationships of regions creates conditions for achieving a high level of human development and safe development of both regions and the state as a whole.

This approach to the development of inter-regional competition determines a new position of regions in a competitive environment domestically and in the international competitive environment. Along with that, the regions which have a high level of competitiveness on the domestic market are not always competitive outside. One reason for this is a different level of openness within a foreign country and in the international economic environment. Foreign economic openness of regions of the state is to ensure their integration into a single economic, political, social and informational space state. Regions with sufficient and safe level of external openness, integrated into the international economic environment that demonstrates possibility of ensuring its high level of competitiveness through the maximum use of competitive advantages in the international division of labor are most successful in the international economic space. This is necessary to ensure equal conditions of competition in the regions, which is a prerequisite in the way of fair competition and innovative economic development of the region as a perfect form of competition and regional self-development, which involves the desire of regional authorities to find internal reserves increasing the competitiveness of the region that are crucial features of interregional competition.

Providing and improving the internal and external field competitiveness of a region has become a priority of state regional policy. Based on the theoretical analysis of studies of different approaches to the interpretation of the notion of «competitiveness», the main features that form its intrinsic characteristics: competitive advantage, productivity, resource utilization, potential object of competition and competition on the market are highlighted. According to specific features offered under the «regional competitiveness» one can understand the possibilities of the region to provide a competitive advantage in the productive use of resources and wealth in order to improve human development without disrupting economic security of other regions and the country as a whole by rivalry.

In the competition a region will win that most efficiently utilizes and develops competitive advantages in comparison with others. Competitive advantage refers to the set of values (resources and benefits), the availability and implementation of which provide better regional benefits than others. Summarizing and synthesizing approaches to the allocation of the competitive advantages of the region, the work identified the following: the availability of natural resources and low level of anthropogenic load, providing innovative, human, financial resources, convenient geopolitical location and infrastructure of the region. Thus, the outcome of competitive

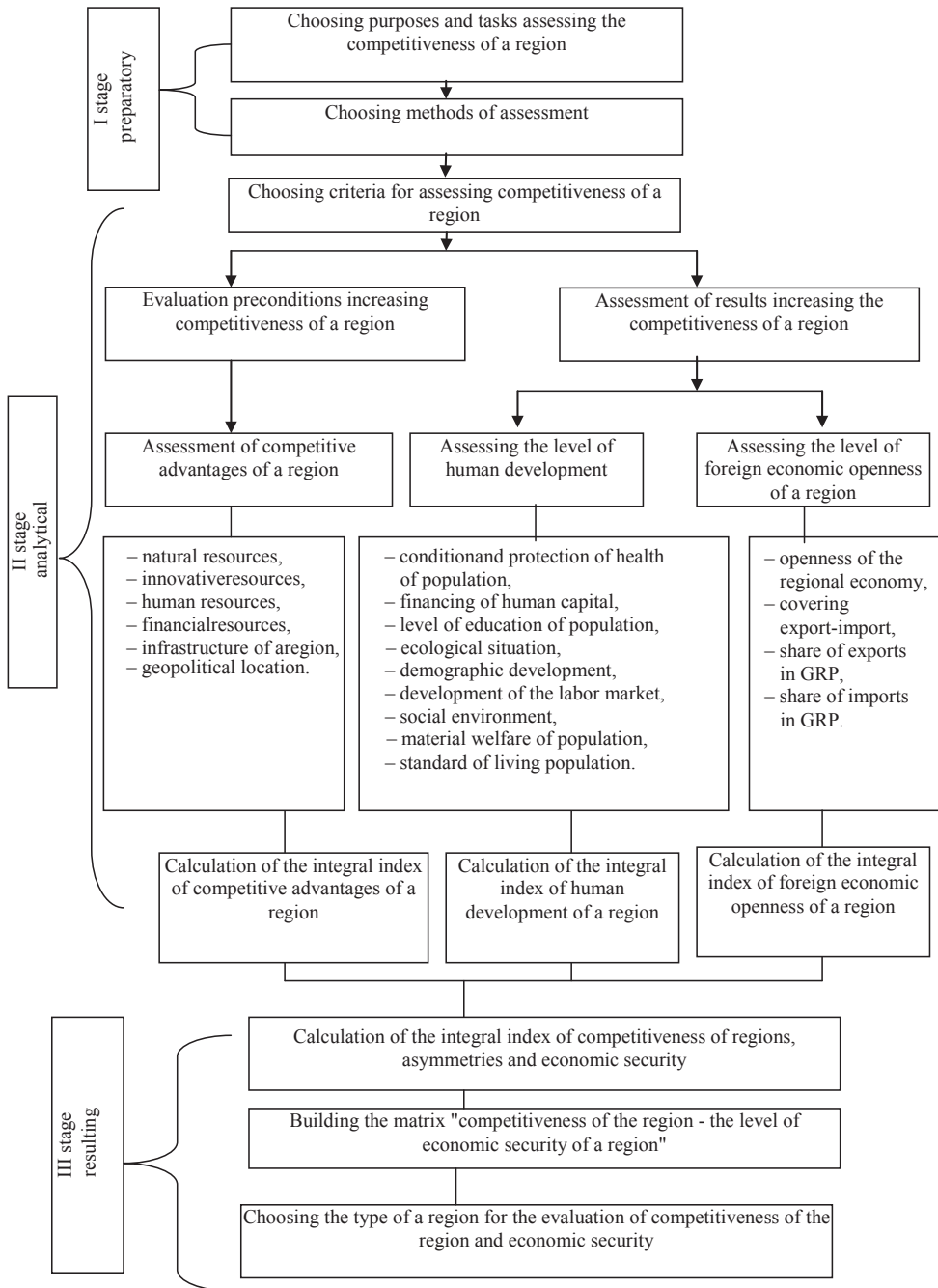


Fig. 1. Method for evaluation of competitiveness of the region

Source: own research.

advantages of a region should ensure high level of its human development, integration of inland and international space and secure the development of other regions of the country. Regional asymmetries in the levels of competitive advantage, human development and foreign trade openness should not move beyond permissible limit (8-10) that threatens the integrity of the state as a whole.

In Ukraine there is increasing interregional competition for fundraising and conditions for obtaining benefits. Accordingly, the state formed an environment where regions of the state are in competition with one another. Based on research approaches to the interpretation of the content of the competitive environment regions of the country, there was proposed the concept of «competitive environment regions of the state» as a set of relations regarding the interaction regions, each of which is competing for resources and conditions for receiving benefits in order to integrate into a single state space. The paper presents the elements of the competitive environment in regions of the country, which are: regions that compete with one another, resources that serve the object of competition and organs of state regulation of competitive relations of regions of the state. We propose the following method of estimating the level of competitiveness of a region (Fig. 1) based on a generalization of existing experience, concerning the competitiveness of the region.

This technique allows us to estimate the level of competitiveness of regions of the state, regional asymmetries in the levels of competitive advantage, human development, external openness and the level of economic security of the country. Thus, the presence of high levels of regional asymmetries in regional competitiveness negatively affects the economic security of the country.

Low level of competitiveness could adversely affect economic security, if the level of development of a region becomes the maximum allowable safety parameter. However, high level of competitiveness is not always accompanied by economic security which is linked on the one hand with negative economic consequences of scientifically unsubstantiated economic reforms and the presence of unfair competition and on the other the lack of integration of the state in the national economy and its very high integration in the international economy.

The level of economic security of regions of the country, which is based on thresholds that characterize the effect of negative factors on the level of their economic development, was estimated in order to detect the maximum limits available for regional asymmetries in the levels of competitiveness of the regions of the state.

According to the proposed method it is possible to evaluate the competitiveness of three groups of Ukrainian regions : regions with low competitiveness, regions with an average level of competitiveness, regions with a high level of competitiveness.

Accordingly, the value of the index for the first group of regions (low competitiveness) is within 0,2907-0,4101, for the second group (average level of competitiveness) within 0,4102-0,5296 and for the third group (high level of competitiveness) within 0,5297-0,6491. The results of analytical studies indicate that high level of

Table 1. The level of regional asymmetries

Indicators	The level of asymmetry (times)	Regions with	
		maximum values of indicators	minimum values of indicators
Level of providing fresh water	12	Zaporozhye, Kyiv, Kherson	Zakarpattia, Ternopil, Chernivtsi
Level of providing forest resources	12	Zhytomyrska Transcarpathian, Rivne	Zaporizhzhya, Kyiv, Sevastopol city
Level of providing mineral resources	18	Dnipropetrovsk, Donetsk, Zakarpattia	Kyiv city, Sevastopol city, Kiev
Financial result from ordinary activities	108	Dnipropetrovsk, Donetsk, Kyiv	Vinnitsa, Kherson, Transcarpathian
Investments in fixed assets	7	Dnepropetrovsk, Kyiv, Kyiv city	Vinnytsia, Volyn, Ternopil
Direct foreign investments	53	Dnipropetrovsk, Poltava, Kyiv	Vinnytsia, Ternopil, Chernivtsi
Internal current expenses on scientific and technical work performed by its own scientific organizations	11	Zaporizhia, Kharkiv, Kyiv	Zhytomyr, Kirovohrad, Khmelnytsky
Level of innovation expenditure	81	Donetsk, Kyiv, Donetsk	Vinnytsia, Ternopil, Sevastopol city
Implementation of advanced technological processes in industry	113	Zaporizhia, Kharkiv, Kyiv	Rivne, Ternopil, Cherkassy
Share of highly qualified specialists, are employed in economy	6	Lviv, Kharkiv and Kyiv	Vinnytsia, Khmelnytsky and Kherson
Level of development of new products	45	Odessa, Sumy, Kyiv	Donetsk, Nikolaev, Cherkassy
Unemployment rate	5	Rivne, Ternopil, Cherkassy	Donetsk, Kyiv, Sevastopol city
Average monthly wage	2	Dnipropetrovsk, Donetsk, Kyiv	Volyn, Ternopil, Cherkassiv
Disposable income of population	2	Donetsk, Zaporizhia, Kyiv	Uzhgorod, Rivne, Chernivtsi
Providing health centers and health institutions	24	Autonomous Republic of Crimea, Donetsk, Odessa	Zhytomyr, Ternopil, Chernivtsi
Providing recreational establishment	5	Odessa, Poltava, Kharkiv	Kyiv, Kyiv city, Sevastopol city
Total exports	21	Dnipropetrovsk, Donetsk, Kyiv	Ternopil, Chernivtsi, Sevastopol city
Total imports	88	Dnipropetrovsk, Donetsk, Kyiv	Kirovograd, Ternopil, Sevastopol city

*calculated by the author

Source: own research.

competitiveness characterizes Dnipropetrovsk, Donetsk Oblast and Kyiv. The average level of competitiveness is observed in Zhytomyr, Zaporizhia, Luhansk, Poltava and Kharkiv regions. Other regions of the country are characterized by low competitiveness.

Regional asymmetries in the levels of competitive advantage, human development and foreign economic openness are 8-10 times more than permissible (Table 1). Such regional asymmetries contribute to unfair competition of regions of a state and the emergence of monopolistic behaviour in their economy.

Along with this, high regional differences in the levels of the country's regions development threaten the economic security of individual regions and the state as a whole and represent a serious challenge to its integrity and sovereignty.

As a result, the calculation of the integral index of economic security of county's regions observed the presence of differentiation in the levels of security regions of the country (Table 2).

Table 2. Integral safety index regions of the country

Regions	Integral safety index of competitive advantage	Integral safety index of human development	Integral safety index of foreign economic openness	Integral safety index	Condition
The Crimea	1.4830	0.5599	0.5112	1.0352	SECURITY
Vinnitsia	0.7262	0.5434	0.5209	0.6427	RISK
Volyn	1.2393	0.5805	0.6008	0.9458	RISK
Dnipropetrovsk	1.7286	0.6268	1.4092	1.4187	SECURITY
Donetsk	1.3458	0.5899	1.3623	1.1938	SECURITY
Zhytomyr	1.0214	0.5626	0.9545	0.9164	RISK
Transcarpathia	1.3339	0.5340	0.9779	1.0845	SECURITY
Zaporozhia	1.1686	0.6445	1.3060	1.0953	SECURITY
IvanoFrankivsk	1.0310	0.6227	0.8866	0.9186	RISK
Kyiv	1.5104	0.4862	0.5467	1.0421	SECURITY
Kirovohrad	0.7952	0.5392	0.5009	0.6750	RISK
Lugansk	1.0987	0.5964	1.4759	1.0791	SECURITY
Lviv	1.5188	0.6887	0.5501	1.0938	SECURITY
Mykolaiv	1.0760	0.5812	1.0740	0.9782	RISK
Odesa	1.5230	0.6494	0.3884	1.0338	SECURITY
Poltava	1.4299	0.6083	1.0819	1.1785	SECURITY
Rivne	1.0009	0.6410	0.4959	0.8043	RISK
Sumy	1.0661	0.5989	0.7414	0.8969	RISK
Ternopol	0.7531	0.6496	0.2846	0.6120	RISK
Kharkiv	1.9462	0.7979	0.4598	1.2890	SECURITY
Herson	1.0487	0.5804	0.5451	0.8313	RISK
Khmelnysky	0.9818	0.5632	0.3930	0.7492	RISK
Cherkassy	0.9443	0.5852	0.6198	0.7966	RISK
Chernovtsy	0.8777	0.6194	0.3761	0.7003	RISK
Chernigiv	0.9285	0.5144	0.5294	0.7498	RISK
City of Kyiv	2.8253	1.2277	0.8097	1.9157	CHALLENGE
City of Sevastopol	1.1339	0.6243	0.5525	0.8869	RISK

* calculated by the author

Source: own research.

Call status observed in Kiev indicates one side of the considerable asymmetry in the levels of competitiveness monopoly on resources and benefits, on the other – the existence of unfair competition by taking improper competitive advantage and as a result – lower national security. Economic security is typical of such regions of the state as the the Autonomous Republic of Crimea, Donetsk, Dnepropetrovsk, Transcarpathian, Zaporozhye, Lugansk, Lviv, Mykolaiv, Poltava and Kharkiv. This indicates that the parameters characterize the competitiveness of the region within the thresholds. Some regions of the state are in the state of risk. This situation is due to the fact that the parameters characterizing the competitiveness of the region, moving the maximum allowable limits, resulting in an economic system can get out of balance, and go into a dangerous operation and further development of the area.

Asymmetry in the levels of competitiveness and economic security of the regions of the country indicates a need for a differentiated approach to the development and implementation of regional policy of increasing the state’s competitiveness of regions.

Deliberate choice of regional policy of increasing the competitiveness of the region can focus on the effective use of the competitive advantages of the region in order to increase the level of human development and thereby ensure the safe development of the region in market conditions.

The increase of regional policy competitiveness should include a promotion of regional development with low competitiveness and operational state regulation of improving the competitiveness of regions that are in a dangerous condition.

Depending on the level of competitiveness of the regions of the state and their economic security was proposed as one type of regional policy: for the regions with low competitiveness and state of danger – the regional policy of the region competitiveness, for the regions with an average level of competitiveness and risk – regional policies to ensure competitiveness, for regions with a high level of competitiveness and security – regional policy increasing the competitiveness of the region (Fig. 2).

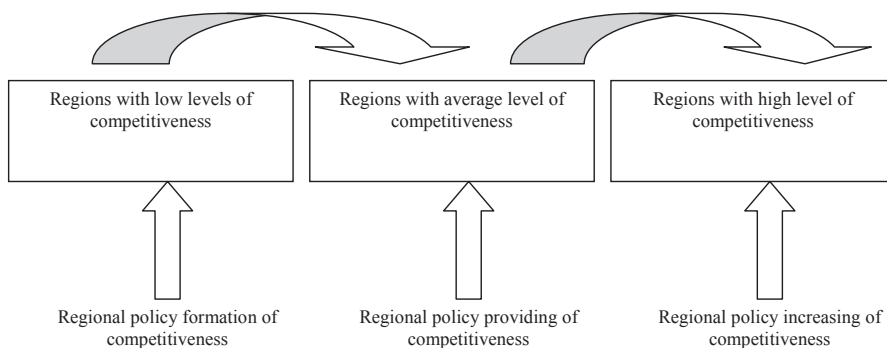


Fig. 2. The relationship of the levels of competitiveness of regions and types of state regional policy increasing the competitiveness of the region

Source: own research.

Regional policy competitiveness formation of the region represents a combination of planned actions by the regional government aimed at radical structural transformation of the economy of the region considering its potential opportunities and dangers and reducing territorial differentiation of the region.

Regional policy competitiveness formation should include the application and realization of regulatory instruments aimed at reducing regional asymmetries and create preconditions for a region to leave the state of danger.

Regional policy competitiveness of the region represents a combination of planned actions of the regional government to support the growing trend of positive economic development of a region and to create conditions for the release of its condition risk and ensure economic security.

The increase of regional policy competitiveness involves a set of planned actions by the regional government aimed at enhancing all areas of its operations to maintain the security of a region and to create new conditions for its strengthening.

3. Conclusions

Any level of competitiveness of the regions of the state requires the use of a different approach to build innovative infrastructure development in the region based on its needs, priorities and the level of innovation capabilities. For regions with low level of innovation the capacity is proposed to create infrastructure for the formation of innovation potential of the region, the operation of which forms the intellectual and scientific potential, which in the future will develop and build innovative capacity and its competitiveness in general. For regions with an average level of innovation the potential is proposed to create the infrastructure development of their innovative capacity, the operation of which creates an innovative base region based on high technologies. Regions with high innovation potential demand infrastructure designed to enhance their innovation capabilities. Similar work areas should be directed to increase competitive advantage through innovation and development of radical innovation processes that create innovations that are internationally competitive. One of the directions of innovative development of the regions to enhance their competitiveness is to improve the mechanism of its investment security. In this case the actual value of the issues related to the financial autonomy of regions exacerbated disparities between resource, needs and opportunities of innovative development.

Therefore, the proposed measures would increase the competitiveness of state's regions.

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KWESTIE OCENY I BUDOWANIA KONKURENCYJNOŚCI REGIONÓW UKRAINY

Streszczenie: W artykule opisana została istota konkurencyjności regionów. Autorka zaproponowała metodyczne podejście do oceny konkurencyjności regionów, przeprowadziła analizę oraz ewaluację w podejściu do konkurencyjności regionów na Ukrainie. W artykule przedstawiono także propozycję zastosowania właściwej polityki regionalnej, która umożliwiłaby poprawę konkurencyjności oraz stałaby się szansą na wprowadzenie innowacyjnej strategii rozwoju.

Słowa kluczowe: konkurencja, region, konkurencyjność regionów, polityka regionalna, przewaga konkurencyjna, strategia innowacji.