

COMPETITIVE OPPORTUNITIES OF REGION: PERSPECTIVE OF DETERMINATION

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Complication of managerial problems in condition of intensification of interregional competition and influence on processes of globalization sets tasks before state and regional authorities in order to improve system of management, including mechanism's search and methods of state regulation of territory, focused on its competitiveness. Regions of Ukraine are in need in modernization of system's management of social and economic development, indicators of efficiency which are not quantitative indexes but qualitative ones in new developments' conditions. The basis contains particular politics, directed to transformation of competitive potential of region into a factor of its stable development, providing a transition economic system into qualitatively new level of economic progress. There are actual investigations, which are connected with definition of structure and functions of competitive potential of territory, its influence on regional competitiveness.

Nowadays in Ukraine regions are different according to the level of economic development, which is a result not only a preservation of differentiation of their industrial, resource and innovative potential, but also its force. Main reason of effective economic politics as in national so in regional level has not decided yet. In connection with there is a problem of formation of effective and adequate regional competitive politics, directed to provision of region's competitiveness. From these positions an investigation of competitive potential of region is a primary task, solution of which will allow improving competitive positions of a region on national and international levels.

It is known competitive potential of region includes variety of components, which is a component of a structure and performing definite functions, which will change according to strategic purposes of development. There will be different a result obtained in the process of realization of competitive potential of region. Basic structural elements of competitive potential of region are economic, human, innovative, investment, infrastructural. Such scientific approach is the most traditional and widely used [1].

While increasing competition between territories and regions will cause an usage of new resources and abilities, which are situated in the sphere of management, enterprise, and integration and и отображают modern современные organizational and economic relationships of region. That is why the structure of the competitive potential of the region along with other elements, it is necessary to

consider to potential of enterprise, a potential of internationalization, diversification, restructuring and clustering.

Competitive potential is a reserve, which can use the region, modifying and adjusting strategic development priorities and implementation High competitive potential of the region allows you to save or increase the rate of development and stop the negative effect of external and internal factors [2].

So, the competitive potential of the region and its functional structure determine its competitiveness and there is a source of competitive advantage of territory. The complexity and variety of this category is confirmed by its structure and functional purpose.

A determination of the functional structure of the competitive potential of the region is necessary to construct and improve the use of its competitive advantages by choice more efficient rates of development, investors mobilization etc. An analysis of the competitive potential allows identifying regions which have succeeded in the development of a competitive factor. Such information may be useful to create different kinds of formal and informal associations' areas in which the most important goal will be to cooperate through the exchange of experience and transfer of innovation in all spheres of social and economic development of the territory.

Besides, the results of investigation can become competitive potential of the information base for the formation of a regional competition politics and the adoption of regional authorities informed decisions in the management of steady development of the territory.

References:

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