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## **MANAGEMENT OF REGIONAL DEVELOPMENT: GLOBAL CONTEXT**

In the conditions of development of market relations, the update of mechanisms of state administration, search of balance of interests of the state and regions, the problem of methodological substantiation of the role and functions of the state in ensuring the off-balance development of its territories becomes the most pressing issue. Taking into account modern globalizing forms of capitalism which change rapidly is reasonably required.

Analysis of Recent Researches and Publications shows that general conceptual problems of the development of a region and regional economy, matters of interaction of regions with the center, regulation of these relations as a tool of regional development, international aspects of the development of a region are of interest for native scientists. At the same time in spite of the high level of scientific elaboration of problematics of regional development, the issue of administrative influence of the state on social and economic processes of territorial level in a global context was still not given ample attention and complex study.

The purpose of the Article is to find out the essence and existing theoretical and methodological approaches to ensuring the regional development and thereupon to identify and improve methodological framework of management of regional development under conditions of globalization.

The performed analysis of scientific papers on evaluation of changes to the global economy and management indicates the necessity to enhance the role of the state as a controller of economic activity including both the central and regional level. Researches prove that globalization as a political and social phenomenon, forces regions to react on new economic conditions and adapt to them. However, this process not only gives new opportunities but also creates new problems.

From territorial point of view only a small number of regions which offer something special on external markets gain an advantage from new opportunities created by globalization process.

The revelation of the role and characteristics of the economy of viable regions allowed to propose the following classification by three corresponding groups: great urban,

border industrial and touristic regions. It is their experience that can be proposed for implementation in the management of certain regions of Ukraine.

Researches confirm that in the conditions of globalization the struggle for attraction and maintenance of capital and labor force mobility caused the appearance of direct competition between regions. The availability of such territorial competition focused the attention of regulatory bodies of many countries on the creation of conditions for attraction of investments. The effort to reduce the economic and social inequalities in the country results in the necessity of effective management of competition between the regions at the state and international levels.

It is proved that in the modern conditions regions become new spaces for building of policy as a system of action and independent participants of global order under which the states lose their intermediary monopoly and ability to control their own spatial economies. It is discovered that currently in the term “regional development” the emphasis from a single economical aspect shifted to other aspects. New approaches to understanding the regional development are more sensible to the balance between its economic, social, political, ecological and cultural aspects. This requires the improvement of theoretical and methodological aspects of regional management.

It is revealed that globalization processes made a significant impact on management of regional development. The necessity of formation in Ukraine of high-quality new model of state administration where the state and regions interests are of priority, within the framework of which new mechanisms of interaction of regulatory bodies at the state and regional level are created was substantiated. The mentioned area can become prospective in further studies of the author.