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ODESA NATIONAL TECHNOLOGICAL UNIVERSITY

DEPARTMENT OF INDUSTRY ECONOMICS

**THE PLACE OF ECONOMIC ENTITIES IN ENSURING THE SAFE
DEVELOPMENT OF RURAL-URBAN AGGLOMERATIONS**

Materials of the scientific colloquium

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Oleksandr Pavlov

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The collection contains abstracts of reports of participants of the scientific colloquium. They
substantiate the essence of the rural-urban agglomeration as a socio-spatial entity, consider various
aspects of the functioning of economic entities as guarantors of the safe development of these new
entities.

The publication is addressed to scientists, teachers, specialists employed in the agri-food
industry and in the field of public administration.

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Pavlov Oleksandr

Doctor of Economics, Professor, Head of the Department
of Industrial Economics
Odesa National Technological University

RURAL-URBAN AGGLOMERATION AS A SOCIO-SPATIAL PHENOMENON

In the scientific literature and in social practice, the use of the term «agglomeration» (from the Latin «agglomer» – joining, accumulating) is traditionally associated with the development of urbanization, resulting in the formation of large socio-spatial formations, which include the central settlement (large town) and located at a short distance from it are much smaller cities, between which there are certain functional connections.

Since 2015, agglomerations have begun to appear in Ukraine, destroying certain stereotypes that have formed in the public consciousness about the nature of such socio-spatial formations.

Such changes in perceptions of the essence of the agglomeration are a consequence of decentralization of public power and administration, the institutional foundations of which were laid by the Order Cabinet of Ministers of Ukraine «On Approval of the Concept of Reforming Local Self-Government and Territorial Organization of Power in Ukraine» (April 2014), of Ukrainian law «About voluntary association of communities» (February 2015), the Resolution of the Verkhovna Rada of Ukraine «On the formation and liquidation of districts» (July 2020) and other regulations.

Yablonska Natalia

Ph.D. in Economics, Associate Professor,
Associate Professor of the Department of Industrial Economics
Odesa National Technological University

Krupina Svetlana

Ph.D. in Economics, Associate Professor,
Associate Professor of the Department of Industrial Economics
Odesa National Technological University

Mahdenko Svetlana

Senior Lecturer of the Department of Industrial Economics
Odesa National Technological University

**SOCIO-ECONOMIC EFFICIENCY OF INVESTMENT ACTIVITY IN
THE REGION**

Modern processes of world socio-economic development are associated with the need to ensure state security, the formation of an innovative and socially oriented model of the economy, the involvement of fundamentally new sources of development of national economies, the transition to higher technological structures. Due to the competitive struggle in the capital market, the excess of demand over supply, the problem of creating a favorable investment climate is especially urgent for the domestic economy, which helps to attract domestic and foreign investments into the economy of Ukraine and its regions, and the activities of business entities. Creation of conditions, motives and incentives for expanding investment activity, focused mainly on its own resource and effective investment potential, increasing the efficiency of this activity, justifying the need, justification and sufficiency of investments becomes a target benchmark in achieving sustainable socio-economic development of the country and its region.

The aim of the study is to substantiate the need to form an effective investment model for the socio-economic development of Ukraine and its regions on the basis of increasing the efficiency of investments, and investment activities aimed at improving the investment climate.

During the years of Ukraine's independence, the improvement of its investment policy included the formation and implementation of a large list of regulatory and legal documents, including: the Strategy for the Socio-Economic Development of Ukraine, the Law of Ukraine «On State Forecasting and Development of Programs for the Economic and Social Development of Ukraine», the State Strategy for Regional Development 2021–2027, the Law of Ukraine «On investment activity», «On the regime of foreign investment», «On the protection of foreign investments in Ukraine».

An analysis of the regulatory framework showed that in modern realities, state investment policy is focused on the following areas:

- introduction of open consultations by executive authorities with representatives of business entities, expansion of information about the real economic situation, internal and external markets, market processes, regulatory framework;
- a significant decrease in the level of shadowing of the domestic economy;
- the formation of equal conditions for the activities of business entities, regardless of the form of ownership and capital attraction;
- formation of an effective competitive environment;
- the formation of additional economic incentives to attract investment in priority sectors of the economy;
- creation of an effective system for the protection of intellectual property.

The region is not only a subsystem of the country's socio-economic complex, but also a relatively independent part of it with a complete reproduction cycle, special forms of manifestation of stages of reproduction and specific features of the course of social and economic processes [1].

At the same time, the main tasks of the development of investment activities for the region are:

- creation of institutional conditions and organizational and economic mechanisms for the preservation, use and development of investment, innovation potential of Ukraine and its regions;
- creating conditions for mobilizing the investment and innovation potential of industrial enterprises, establishing links between the scientific and technical sphere and production;
- improving the investment image of the region, conducting a comprehensive marketing program to popularize the investment opportunities of the region;
- coordination of actions of different branches of government (executive and legislative) with local authorities and public organizations to solve problems that hinder the investment development of the region;
- development in the region of a system of collective investment - instruments of public-private partnership;
- creation of organizational and economic structures for coordination, expertise, commercialization and support of investment activities at the level of the state and its regions.

The solution of the above tasks requires the development of methodological tools for assessing the socio-economic efficiency of investment activities in the region. Such an assessment should, first of all, create the preconditions for the formation of the development of the region. Proceeding from this, each region, as a business entity, can assess the investment opportunities of competing regions with the aim of the most successful positioning itself against their background, i. e. identify and designate the most favorable conditions for their activities on its territory and ensure the safety of functioning.

Literatura

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Збірник містить тези доповідей учасників наукового колоквиуму. Обґрунтовано сутність сільсько-міських агломерацій як соціально-просторового утворення, розглянуто різні аспекти функціонування суб'єктів господарювання як гарантів безпечного розвитку цих нових утворень.

Видання адресоване науковцям, викладачам, фахівцям, зайнятим у агропромисловій галузі та у сфері державного управління.

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