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APPROACHES AND TOOLS FOR STIMULATING THE ECONOMIC DEVELOPMENT OF THE STATE'S REGIONS IN THE FACE OF INCREASING EXTERNAL INFLUENCES AND UNCERTAINTY

Abstract: Based on the study of world experience, the report summarizes approaches and tools for stimulating the economic development of the state's regions; suggests the author's vision of the approach to their choice in the context of increasing external influences on the regions and uncertainty; pronalizes the practice of state regional economic policy, suggests an approach and some tools for improving its effectiveness.

Key words: region, approaches, models, tools for stimulating economic development of regions, regional policy. Language: English

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Introduction

Over the past decades, the world has undergone a significant transformation of the needs, interests, values of people and communities of people, as well as social, economic and managerial relations. Urbanization, acceleration of the movement of all types of resources, virtualization of many spheres of life, aggravation of human health problems, rapid development of consumption, reduction of natural resources, environmental degradation, dynamic development of the service sector, non - standard competition, social and economic networking are just some of the characteristics of this transformation that have significantly affected regional development. In such conditions, the territorial approach to managing the development of the state's economy is particularly relevant. The economic development of regions and all territories in General depends significantly on the high - quality use of a sufficient number of tools, including new ones, because the known ones are often not very effective. However, for today.

For the logical presentation of the report, first of all, it is necessary to define the concept of "region", describe the region as an object of management in the external environment, and create an appropriate model for the functioning of the region.

The concept of "region" is a multi-aspect concept. The definition of its essence largely depends on the position and purpose in which the region is considered.

In General, the region is understood as a part of the territory that is characterized by a set of special natural-geographical, economic and characteristics.

For a systematic understanding of the problem under study, it is very important to determine the structural characteristics of the region, which are important for building an object model of the region, which allows us to consider the region as an integral subject functioning in the external environment. This model serves as a means to clarify the specifics of the problem under study and develop recommendations for the formation and use of tools for the economic development of regions (regions) of the country.

Synthesizing these and other views on the region, in our opinion, the region should be considered comprehensively, from different perspectives, namely as:



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- 1) administrative-territorial unit of the state, on which territory is implemented the state policy (the region acts as the object of government) and vested with certain powers for their own development, has the relevant authorities (region - subject of his own development);
- 2) a complex, multi-level, self-organizing, heterogeneous and open system a system of systems of various types (polysystem): artificial, that is, manmade (machines, infrastructure, means of labor, information carriers), natural (social and ecosystems), mixed (economic, organizational, innovative, ecological, nature reserves, forest lands), etc.
- 3) an element of a higher order system that interacts, including competes7, with other systems and is an element of global chains of resource flows;
- 4) specific natural, socio-information and economic space the environment of life and functioning of elements of the regional system, which, due to its qualities, retains, repels or attracts people

- and resources; the components of this environment are natural resources, institutional development, economy, culture, traditions, etc., which together determine the limits of the interests and activities of the region, the inflow and outflow of various resources to it:
- 5) a subject of geopolitical and entrepreneurial activity that enters into competition through the use of special tools and can form a certain regulatory, material and information environment for this; in this case, the region should be considered as a purposeful system that operates on network principles;
- 6) an object of geopolitical and entrepreneurial activity, on the territory of which the interests of other subjects (countries, regions, transnational corporations, etc.) are realized, which leads to both positive and negative results for the region.

This allows you to determine the basic model of the region's functioning in the external environment (figure 1).

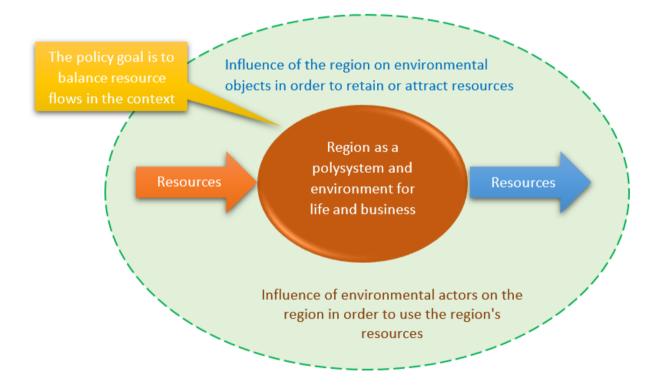


Figure -1. Model of the region's functioning in the external environment

So, a variety of resource flows (labor, information, commodity, tourism, etc.) pass through and through the region.depending on the quality of the regional environment, these flows may be more or less favorable for the territory, provide an inflow or outflow of resources. For example, a better environment for living, working, and doing business relative to other regions provides a greater flow of relevant resources, and Vice versa. This phenomenon

reveals the essence of the phenomenon of regional competition. Thus, regions constantly compete with each other as systems, the quality and target activity of which determines their development and competitiveness.

At the same time, it is very important to find a "Golden mean" in the level of development of the country and each region through appropriate long-term policies. For example, an insufficiently



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developed regional space pushes its residents away to localities with a more favorable living environment, and a very developed one causes an influx of people from different countries and territories, which can also negatively affect the territory: overspend the acceptable level of resources, taking into account the principles of sustainable development, blur territorial identity, create prerequisites for inter-ethnic conflicts, etc. There are many examples of this today.

In addition, in the face of increased external impacts, the region should be strong enough and adaptive enough to ensure that these impacts do not cause significant harm. This can only be achieved by purposefully activating and synchronizing the actions of authorities, businesses and the population in the region, as well as creating special information and legal barriers and incentives to ensure entry/output of a certain amount of resources relative to the region.

In this context, the influence of the state on its regions should be aimed at stimulating the coordinated behavior of business and the population within the region and beyond its borders, which determines the behavior of the region as a separate integral entity in the external environment. This basic approach ensures the necessary level of stability of the region, the formation of the desired conditions for life and business, and the quality of its functioning as a whole.

Conclusions

It should also be noted that in order to develop measures for the economic development of a particular region, it is very important to create the most accurate object model of this region in the external environment, which requires a high-quality information base. To do this, we need a whole set of analysis methods organized into an assessment technology that also corresponds to the capabilities and abilities of the subjects of its implementation. But keep in mind that even well-formed technologies will be ineffective if the people who use them are not sufficiently competent and motivated. Therefore, in modern conditions, highly qualified and motivated specialists-managers in the regional management system are especially needed.

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