

# CONCEPTUAL DIRECTIONS OF THE DEVELOPMENT OF SOCIO-DEMOGRAPHIC POTENTIAL OF THE REGION

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*Summary. The scientific and theoretical basis of the influence of socio-demographic potential of the region on its economic growth was performed in the article. It was highlighted conceptual development of the social and demographic potential characteristics of the population due to the results of their activities*

*which can realize powerful determination of the state of regional economic system. The attention was paid to the exclusiveness of the development of social morality, as well as to the effectiveness of time resource usage as important potential components of the socio-demographic potential of the region.*

**Key words:** *socio-demographic potential, employment potential, conceptual model of development.*

**Stating of the problem.** The concept of socio-demographic potential (SDP) now becomes relevant in case of need of the formation of a new paradigm of human development with clear (unstrained) marks focused on the humanistic idea and finding ways to save (restore) the living environment for future generations. Under the influence of these challenges new scientific approach of potential regionalistics increases with the help of more comprehensive study of the problems of society's development through research of the SDP category. This category allows varied approach to the problems of the region highlighting the demographic, economic, cultural, spiritual and social issues.

**Purpose of the article** – scientific and theoretical basis of conceptual directions of the development of SDP in the context of its determination of economic growth in the region.

**Ground of scientific results.** Studying of SDP as a very complex category (its carrier serves the entire population of the region, regardless the age, professional and other characteristics, for example, when working potential mainly forms the economically active population in a comprehensive approach) is somewhat limited. Concerning the severance of concepts among scientific schools and trends of economic theory of SDP region, these holistic studies in science were not found. Meanwhile, the SDP should be investigated as an important determinant of the present situation and prospective changes of the regional economy. Essentially it covers the area of socio-economic researches (out of demographic) determinants of the flow of demographic processes in the region (the formation and change of reproductive units),

the study of inhabitants' values of their need to have children on the special territory, to study the affect of demographic variables on out of demographic characteristics (social status of the family, successful career, etc.), the use of demographic analysis for the study of social processes in the region (for example, methods of making statistic «table of survival» with the aim of analysis of length of stay in a group of educational, professional status, etc.).

Actually insufficient coverage of conceptual manifestation of SDP and its impact on regional economy makes the relevance of this study.

Development of SDP reflects the specificity of its phase formation and is relative concerning the formation and use of potential constituents. In fact, the development of the SDP reflects its stages of transition in the progressive or regressive direction leading to the change of interconnection and, as a result, sensitive response to its phenomena and processes of different spatial dimension. Obviously, the most sensitive to the regularities of the development of SDP of the region are phenomena and processes formed and manifested at regional level.

Thus, the development of SDP is indissolubly linked to the transformation of its component structure that can occur:

1) in a positive aspect – as optimization of the proportions between potential components of SDP with the aim of its stimulating determination of economic growth in the region;

2) in the negative sense – as the disparity between the biased characteristics of the individual components of the SDP resulting the breaking of sustainable development in the region;

3) in terms of stagnation – as sustainability of relationships between SDP components, in case of negative economic growth for the region proportions leads to the formation of institutional traps, and in terms of harmonious interdependence can improve the efficiency of market mechanisms.

Under present conditions of general civilizational progress in the structure of SDP qualification, psychological and tempological characteristics of the population become more and more important. The priority of the first characteristics of economic growth in the region is not in doubt, because it reflects qualitative aspects of human manifestations of competence, professionalism and inclination to innovative activities. Among the psychological characteristics such traits of morality are actualized which in modern society are often observed in distorted form with actual concealment of their true behavioral reasons. As a result, more and more «respect» take such psychological characteristics of a man and his behavior as the ability to achieve goals, stress tolerance, perseverance, endurance, etc. Instead, it is broken tendencies of harmonious development of a personality which can realize oneself not only in professional life but also in combining creative, social and family careers.

An alarming trend facing today can be seen especially in developed countries concerning the destruction of the traditional type of the family, which is particularly well-established on the territory of the Slavic countries, including Ukraine. Legalization

of different types of marriages, deformation of approaches of children upbringing, etc. destroys the potential of the society to further development. At high level of satisfaction of material needs such processes lead to moral and later to complete collapse of the society. Therefore, among the conceptual directions of the development of SDP of the region the question of saving family values with its national approach of the Ukrainian traditions of education, household structure, keeping a farm should take priority in national information policy.

**Conclusion.** The result should clarify key provisions of the concept of the development of SDP of the region which has a well-grounded right to appear among economic theories focusing on the exclusive role in the economic growth of a particular area (region).

Development of SDP of the region should take into account national processes and be implemented in accordance with the declared national guidelines to prevent further inter-territorial divergences in terms of economic growth. At the very national level it should be clearly declared conceptual directions of the development of SDP with the provision of its stimulating affect on economic growth, i.e. the transformation of socio-demographic characteristics of the population (health, morality, activities, organization, education, intelligence, time resources) through productive activities (employment, community, social, family) into higher economic results.