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## TERRITORIAL COMMUNITIES AS A PRODUCTIVE FORCE OF THE REGION

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*Formulation of the problem.* The current stage of restoration of Ukrainian society requires in-depth study and improvement of theories and concepts of economics. Effective deployment of the country's productive forces and balanced development of its regions is an important condition for ensuring sustainable development of the national economy as a whole. A special direction of economic science has already been singled out in Ukraine: 08.00.05 development of productive forces and regional economy. Many recommendations have already been provided in relevant studies, but there are still many opportunities to make this more effective. *The purpose of the study* is to analyze and develop practical recommendations for the use of local communities as a productive force of the regions to ensure sustainable development of the national economy as a whole. *The methodological basis of the study* were legislative and regulatory acts, modern scientific and applied research of territorial communities. In order to substantiate proposals for the enrichment of productive forces by such a complex entity as a united territorial community, the article uses dialectical methods, the results of research on various disciplines of the humanities, methods and principles of scientific knowledge. *The main hypothesis of the study* was the assumption of the possibility of organizing viable territorial communities and using their combined potential to restore the positive dynamics of the economy in the postwar period. *Presenting main material.* The relationship between the role of economic and social capital in productive activity has changed in favor of social, which led to the definition of enterprise as an organization - a kind of social system, uniting people who jointly pursue a common goal and act on certain principles and rules. Important factors in the socio-economic development of society as a whole include the ability not only of scientists but also of individual businesses to generate and effectively use new knowledge about the nature of complex phenomena. The use of this knowledge provides organizations with an increase in intellectual capital, creates guarantees of high competitiveness. *The originality and practical significance of the study* is due to the analysis of the structural components of cluster formations, taking into account regional characteristics. *Conclusions and prospects for further research.* Important factors in the socio-economic development of society as a whole include the ability not only of scientists but also of individual businesses to generate and effectively use new knowledge about the nature of complex phenomena. Analysis and development of practical recommendations for the use of territorial communities as a productive force of the regions create the basis for determining the current reserves for the restoration of society in the postwar period. Under the new economic conditions, the requirements for the coordination of economic efficiency and social justice, professional mobility of the employee are growing.

### Key words:

territorial community, region, sustainable development, national economy, efficient accommodation.

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## ТЕРИТОРІАЛЬНІ ГРОМАДИ ЯК ПРОДУКТИВНА СИЛА РЕГІОНУ

*Постановка проблеми.* Сучасний етап відновлення українського суспільства вимагає поглибленого вивчення й удосконалення теорій і концепцій економічної науки. Ефективне розміщення продуктивних сил країни та збалансований розвиток її регіонів – важлива умова забезпечення сталого розвитку національної економіки в цілому. В Україні вже виокремився спеціальний напрям економічної науки: 08.00.05 – розвиток продуктивних сил і регіональна економіка. Багато рекомендацій вже надано у відповідних дослідженнях, однак існує ще багато можливостей зробити цей напрям більш результативним. *Мета дослідження* спрямована на аналіз і розробку практичних рекомендацій щодо використання територіальних громад як продуктивної сили регіонів для забезпечення сталого розвитку національної економіки в цілому. *Методологічною основою дослідження* стали законодавчі та нормативно-правові акти, сучасні науково-прикладні дослідження територіальних громад. Для обґрунтування пропозицій щодо збагачення продуктивних сил таким складним суб'єктом, як об'єднана територіальна громада, в статті використано методи діалектики, результати дослідження проблеми різними дисциплінами гуманітарного циклу, способи та принципи наукового пізнання. Основною *гіпотезою дослідження* стало припущення щодо можливості організації дієздатних територіальних громад і використання їх сукупного потенціалу для відновлення позитивної динаміки економіки у повоєнний період. *Виклад основного матеріалу.* Співвідношення ролі економічного та соціального капіталу в забезпеченні продуктивної активності змінилося на користь соціального, що обумовило визначення підприємства як організації – різновиду соціальних систем, об'єднання людей, що спільно реалізують деяку загальну мету та діють на основі певних принципів і правил. До важливих чинників соціально-економічного розвитку суспільства в цілому належить здатність не тільки вчених, а й окремих суб'єктів господарювання генерувати й ефективно використовувати нові знання щодо сутності складних явищ. Використання цих знань забезпечує організаціям приріст інтелектуального капіталу, створює гарантії високої конкурентоспроможності. *Оригінальність та практична значимість* дослідження обумовлена аналізом структурних складових кластерних формувань з урахуванням регіональних особливостей. *Висновки та перспективи подальших досліджень.* До важливих чинників соціально-економічного розвитку суспільства в цілому належить здатність не тільки вчених, а й окремих суб'єктів господарювання генерувати й ефективно використовувати нові знання щодо сутності складних явищ. Аналіз і розробка практичних рекомендацій щодо використання територіальних громад як продуктивної сили регіонів створюють підстави для визначення актуальних резервів відновлення життєдіяльності суспільства в післявоєнний період. За нових умов господарювання зростають вимоги до узгодження економічної ефективності та соціальної справедливості, професійної мобільності людини-працівника.

### Ключові слова:

територіальна громада, регіон, сталий розвиток, національна економіка, ефективне розміщення.

**Formulation of the problem.** The current stage of restoration of Ukrainian society requires in-depth study and improvement of theories and concepts of economics. Effective deployment of the country's productive forces and balanced development of its regions is an important condition for ensuring sustainable development of the national economy as a whole. A special direction of economic science has already been singled out in Ukraine: 08.00.05 - development of productive forces and regional economy. Many recommendations have already been provided in relevant studies, but there are still many opportunities to make this more effective.

**Analysis of recent research and publications.** In 1998, the famous scientist V. Polterovich argued the need to supplement the subject of economics and proposed to take into account human activity in the resources of the

economy. According to the academician, economics should have become a science of reproduction of material and financial resources, and human behavior in this process, its interaction with other participants [1, p. 61]. This idea has developed in the concept of community. The concept of "community" as a territorial self-organization of a certain group of people has long been well known to Ukrainian statehood. Scientific research of the territorial community, its legal status was intensified in the 80-90s of the last century and was associated with the bill search for a constitutional model of local government in Ukraine. During this period, the main conceptual approaches to the study of the concept of territorial community [7, p. 72].

Gradually came the realization of the need to interpret the place of the territorial community in the system of local self-government of



Ukraine. In this context, the issue of legal regulation of the life of the territorial community is quite complex, because in Ukrainian law there is no separate law that would be devoted to the concept under study. The Law of Ukraine "On Local Self-Government in Ukraine" defines a territorial community as the primary subject in the public law system of public authorities. According to the authors, a separate law should not be limited to such an understanding. It should consolidate the constitutional and legal status of the territorial community as a productive force of civil society - such an association of the population that can be able to regulate the functioning and development of its economy.

**The purpose of the study** is to analyze and develop practical recommendations for the use of local communities as a productive force of the regions to ensure sustainable development of the national economy as a whole.

**Presentation of the main material of the study.** If we consider the general structure of the productive forces common to all socio-economic formations, they usually include the means of production and people who have production experience and set in motion the means of production. And the main productive force is man.

At present, man in the system of productive forces has become much richer in essence and content.

For example, in addition to distributed-cooperative labor cooperation in connection with its humanization and intellectualization, the concept of jointly-distributed activity is rapidly developing [2]. There are significant structural changes in the system of values, the possession of which ensures the effectiveness of socio-economic processes at different levels of management [3]. The transition from the mechanical model of the enterprise to the behavioral one has led to the intensification of research on the concept of "capital", expanding the understanding of its nature, essence, content and highlighting its intellectual component. The structure of this component in scientific works is ambiguous, needs to be clarified in view of the processes of socialization, psychologization of management, filling it with information and knowledge [4].

The problem of building a manager model for the new economy is gradually becoming relevant. Such a model must be filled with personal characteristics that allow to combine

the unique characteristics of the leader with the creative potential of his subordinates. Created on this basis, the total workforce of the team is able to implement the functions provided for in the job description, and find solutions to unexpected crisis problems at work. The concept of personal potential development must be built on an interdisciplinary basis. The generalizing criterion of realization of labor personal potential of the manager can be chosen an estimation of quality of his working life [5].

The relationship between the role of economic and social capital in productive activity has changed in favor of social, which led to the definition of enterprise as an organization - a kind of social system, uniting people who jointly pursue a common goal and act on certain principles and rules. Important factors in the socio-economic development of society as a whole include the ability not only of scientists but also of individual businesses to generate and effectively use new knowledge about the nature of complex phenomena. The use of this knowledge provides organizations with an increase in intellectual capital, creates guarantees of high competitiveness. United territorial communities can be considered as an entity capable of such activity.

The scientific basis of this category has not yet been clearly defined. The analysis of the above views of foreign and domestic scholars on the understanding of the essence of the concept of territorial community indicate the existing differences in approaches and classification features in relation to its interpretation.

Even modern scientists confirm this view. Paying tribute to the existing developments, they note that the challenges of territorial entities, which are the primary subjects of local self-government with a function and authority through the bodies of independent public authorities, is a relevant and controversial area of research. Therefore, there is a need for general scientific theoretical and methodological understanding of the essence of the concept of "territorial community" [6].

In the process of evolution of the phenomenon of "territorial community", the views of researchers on approaches to determining its essence have changed. Initially, communities were perceived as an entity with the local population, common territory, social interaction. With the development of society there were changes in the life of communities. It is obvious that the existence of education is





impossible without the main component - economic, which contributes to the viability, the ability of the territorial community to further development.

At the same time, it is worth paying attention to the ideas of the successful Japanese businessman Tateishi Kazumi. Based on the analysis of the literature and his own experience, he predicted that the basis of success of social life in general and economic in particular will be psychonetics [7].

Today, the territorial community is seen as a point of economic growth with a new democratic approach to governance. Increasing the capabilities, competencies, and capacities of communities depends not only on a properly constructed public administration of their formation and development. After the war in Ukraine will need to review the territorial boundaries and composition of the regions. At the same time, the essence and content of the concept of "region" need to be clarified. The ideas of the Institute of Regional Studies of the National Academy of Sciences of Ukraine can be used for this purpose.

Synthesizing the concepts given in the economic literature, the region should be understood as a relatively large area of the relevant administrative-territorial division of the country or a relevant area of the country with its climatic, historical and socio-economic conditions, ie such part of the country with its natural resources, material and technical base, a set of enterprises and organizations, which can be considered as an economically individual territorial unit. The contours that describe the territory of the region should not be permanent. They need to be changed depending on socio-economic tasks - both current and future. In each case, the size of the region should be determined based on the prerequisites and objectives to be solved [8; 9].

Under the new economic conditions, the requirements for the coordination of economic efficiency and social justice and professional mobility of the human worker are growing. Psychological stress from the complexity of such coordination can be overcome by increasing attention to the positive emotional content of the working life of this person [10]. The ideas that unite scholars who study the reconciliation of economic efficiency and social justice are, first, the awareness of the need to enrich the economic model of man. The task of reflecting in it as motivators of labor behavior not only economic

but also social interests, a person's desire to develop, demonstrate unique personal abilities in work, to perceive and solve critical situations has long been ripe and is being solved.

The problem of planning strategies for the development of socio-economic phenomena and processes has always been and remains a complex and relevant issue. Now we should pay attention to such an element as the strategist - a unique unpredictable reaction to a difficult situation, the source of which is not logic but intuition. In such a system as a territorial community, it is advisable to involve staff capable of generating stratagems - powerful intuitive ideas [11].

To manage the complex behavior of local communities in a changing environment, attention should be paid to changing the type of thinking (both in its study and management), to introduce intuition and figurative vision. The state is able to support the non-standard development of territorial communities through the development of educational processes. To do this, it is necessary to combine the achievements of different sciences that study the behavior of individuals and their communities, and to develop appropriate methodological support. The mechanism of perception of the outside world is much more complex than we think. Since thinking, understanding of the external world in which the business entity operates, is only partially controlled by consciousness, it is necessary to pay attention to the justification of ways to enrich knowledge about it, combining accurate research and intuition, skepticism and creative inspiration.

Nowadays, educational institutions are gradually mastering the educational process, which allows to prepare a specialist to work in a turbulent socio-economic environment. The formation of his cognitive (cognitive) competence occurs in the following sequence: educational, educational-cognitive, intellectual-cognitive, research, research (2 stages). The result of the educational stage - possession of a special glossary of each discipline, its cognition technologies; educational and cognitive - free possession of methods of acquiring knowledge from textbooks, educational and methodological literature, methods of taking notes. Intellectual and cognitive competence is reflected in the student's willingness to realize their own mental potential; research - in mastering the



methodology of gradual acquisition of knowledge through the study of various complicated situations. Ability to formulate a problem, hypotheses, build a terminological system using different disciplines, the program of research of the problem - the result of research competence. The next stage in the development of research competence provides students with an understanding of the essence of scientific practice, the ability to use the socio-cultural paradigm in the study of unique professional problems [12].

**Conclusions and prospects for further research.** Effective deployment of the country's productive forces and balanced development of its regions is an important condition for ensuring sustainable development of the national economy as a whole. Important factors in the socio-economic development of society as a whole include the ability not only of scientists but also of individual businesses to generate and effectively use new knowledge about the nature of complex phenomena. Analysis and development of practical recommendations for the use of territorial communities as a productive force of the regions create the basis for determining the current reserves for the restoration of society in the postwar period. Under the new economic conditions, the requirements for the coordination of economic efficiency and social justice, professional mobility of the employee are growing.

Significant reserves of effective work of territorial communities are provided by mastering by members of territorial communities of technologies for generating strategies - unique unpredictable reactions to a difficult situation, the source of which is not logic but intuition. Educational institutions need to focus on mastering educational processes that allow for the formation of cognitive (cognitive) competence of the specialist, to prepare him to work in a turbulent socio-economic environment.

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