

УДК 332.132(477)

А. Коломицев

A. Kolomytsev

**СОЦІАЛЬНО-ЕКОНОМІЧНИЙ РОЗВИТОК РЕГІОНУ
НА ОСНОВІ ЕФЕКТИВНИХ СПОСОБІВ І ФОРМ РЕГІОНАЛЬНОГО МАРКЕТИНГУ****SOCIO-ECONOMIC DEVELOPMENT OF THE REGION
BASED ON THE EFFECTIVE METHODS
AND FORMS OF REGIONAL MARKETING**

В статті здійснено теоретичне узагальнення та розробка підходу до реалізації стратегічних програм модернізації програмно-цільового управління соціально-економічним розвитком регіону. Обґрунтовано принципи регіонального маркетингу на основі його суті і функцій. Виокремлено основні положення, щодо впровадження концепції регіонального маркетингу на міжрегіональному рівні у визначенні стратегічного соціально-економічного розвитку регіону.

Ключові слова: регіональний маркетинг, соціальна конкурентоспроможність, потенціал регіону, синергетичний процес, індикативність соціально-економічної політики.

В статье осуществлено теоретическое обобщение и разработка подхода к реализации стратегических программ модернизации программно-целевого управления социально-экономическим развитием региона. Обоснованы принципы регионального маркетинга на основе его сущности и функций. Выделены основные положения по внедрению концепции регионального маркетинга на межрегиональном уровне в определении стратегического социально-экономического развития региона.

Ключевые слова: региональный маркетинг, социальная конкурентоспособность, потенциал региона, синергетичний процес, індикативність соціально-економічної політики.

In the article the theoretical generalization and development of approach to implementation of strategic programs of modernization of program-based management of socio-economic development of the region are presented. The principles of regional marketing based on its nature and functions are determined. The major provisions for implementation of the concepts of regional marketing at the regional level in defining strategic socio-economic development are distinguished.

Keywords: regional marketing, social competitiveness, regional potential, synergistic process, indicators of socio-economic policy.

Existing problem. Due to centrifugal trends, the regions of Ukraine faced the problem of conscious inclusion of the regional economy in a single reproductive process on the other terms than before. In terms of administrative economic system the formation of regional division of labor and establishment of cooperative ties were carried out with the dominance of central governmental bodies and the relative passivity of the regions. In modern conditions much depends on the performance of the government and local authorities. The expansion of regional economic independence and the regions' desire for self-affirmation identified the need to review the principles of inclusion of regions into the national economy.

Analysis of recent researches and publications. Regional development and program-based management were the topics of research in works of the following academic economists: M. Butko, B. Danylyshyn, V. Dubnytskyi, S. Doroguntsov, I. Lukinov, T. Maksymova, V. Mishchenko, Y. Oliynyk, V. Popovkin, V. Symonenko, V. Stepanov, A. Stepanenko, M. Fashchevskyi, A. Fedoryshcheva, M. Chumachenko and L. Chernyuk.

The purpose of this paper is to research the ways of upgrading program-based management of socio-economic development of the region through effective methods and forms of regional marketing.

Presentation of the research results. The base of a process of regionalization of market reforms in Ukraine lies in the recognition of the importance of regional conditions and problems above industry, identification of specific interests of the state and regions and determination of the way of achieving by consensus of those interests. Regional marketing is the mechanism of transformation policy reform economy, taking into account socio-economic conditions of a particular region.

Regional marketing identifies and partly creates unique properties of the region, which could be useful for the “consumer”. Reconciliation of the total resources of the regions with the requirements and market opportunities, development of market strategy and indicative planning of regional dynamics on regional marketing tool are more often called as the basic directions to ensure sustainable growth and self-sufficiency of the territory. This approach should be the base of formation of regional and interregional integration development programs [1].

Regional marketing is especially verified and substantiated local economic policy, which becomes more important due to the increased competition for new investments among municipalities [2].

Since the theoretical aspects of regional marketing are underdeveloped and its main provisions are hardly implemented in practice, it seems necessary to compile and create a model of regional marketing and identify its effective management tools for socio-economic development at the regional level.

The main aim of regional marketing is to develop marketing type of regional management, where the needs of the region are identified and region is positioned relatively to other regions for effective inter-regional interactions, new inter-regional integration programs are formed that meet the needs of consumers in the region and beyond and are aimed at addressing not only current, but strategic objectives of economic reforms.

The objectives of regional marketing are:

- Creating a positive image of the region, that is recognizable and memorable;
- Preserving and improving the competitiveness of organizations located in the region of production and service areas;
- Expansion of regional products into national and international markets;
- Search for potential markets and customers, as well as types and amounts of resources necessary for sustainable development of the regional economy;
- Attracting new residents to the region;
- Marketing support of commodity trade in the region and abroad.

The objectives of the second rank are:

- Improving the management system of socio-economic development of the region;
- Increasing the cultural attractiveness and improving infrastructure in the region.

Achieving these goals allows using scarce resources more efficiently, focusing on target groups, thus solving the task of unity of the three main functions of the region – as habitats, recreational facilities and place for economic activity [3].

The main methodological aspects of these goals is the target orientation and integrated regional marketing, merge of all elements of business and investment activity into a single process. As a result of this interaction we will get synergistic effect due to multiple increased results through such systematic consistency, which will lead to activation of integration processes in the region, placing new industries with a growing supply of jobs, attractive quality of life, investment inflow and so on.

The functions of regional marketing at the inter-regional level are:

- Analysis of internal and external factors of the region;
- Formation and improvement of the region’s image, its business and social competitiveness;
- Increase of the investment attractiveness,
- Ensuring the profitability of commercial activities in the region through the most beneficial use of potential, increase of the index of economic activity;
- Creating conditions for entrepreneurs to gain market outside the region;
- Forecasting of market conditions, analysis of effective consumer demand in the region and beyond;
- Formation of complex actions and their implementation in practice to provide program-based approach to the effective use of the potential of the region;
- Development of effective inter-regional economic relations through mutually agreed economic, social and environmental policies;
- Planning interregional integration of socio-economic;
- Organizing the implementation of scheduled programs;
- Monitoring the progress of implementation of the programs and their coordination [4].

Regional marketing principles that define its nature, purpose and functions can be formulated as follows:

1. Justification of administrative decisions by means of regional and inter-regional marketing research, and constant monitoring and control over their execution.

2. Consistency of management decisions and the goals of the region, as well as tactic and strategic objectives.

3. Consistency of interests on all levels, areas, businesses and people.

4. Orientation of social and economic policy on parameters (indicators) that characterize the status and socio-economic development of the region.

5. Responsibility and subordination of personal interests of the executive and the legislative branches of local power, businesses, organizations, associations, regional interests of individuals who share the goals of socio-economic development in the region.

6. Feedback, complexity and focus management processes of socio-economic development of the region.

7. Regulatory focus that is carefully tailored to the needs of the population in the region, businesses, state interests, dynamics generated at regional and interregional markets.

8. Effective reproduction and rational use of the region's potential through marketing analysis.

9. Lobbying of regional interests and public relations of the region to create the image and strengthen the region's competitiveness and attractiveness.

10. High degree of satisfaction of the population quality information (openness, relevance) to create adaptive effect of the communications of marketing management in various areas of the image relative to regional authorities and their transparency for different contact audiences.

11. Maximum adaptation of the economic structure of the region to potential internal and external factors influence.

12. Flexibility, adaptability and self-improvement of organizational management structures, and creative management activities.

13. Maximum impact on the domestic market and exploration of foreign markets.

14. Improving the quality of life in the region [5].

Adherence to these principles becomes possible with formation of informational base, effective communication system and motivational system for all stakeholders.

Development of comprehensive, in-depth market research at different levels and implementation of its results will ensure taking into account the interests of individual businesses, regions of the country as a whole and will serve as a prerequisite for the formation of effective economic relations between the regions and enable the creation of effective integrated regional economy.

During the introduction of the concept of regional marketing at the regional level when defining strategic socio-economic development of the region, the next basic guidelines should be followed:

1. Strategic goal of marketing activities is to create an economic base for sustainable socio-economic growth of the region.

2. Tactical goals should be designate as pyramid, their implementation should start from the goals of lower order to higher order objectives.

3. Strategic task of regional marketing management is consistent integration of the region into a market economy at regional, national and global levels by increasing the competitiveness of organizations and the region in whole in the domestic and foreign markets.

4. The most important task then becomes a marketing study of the characteristics and patterns of domestic and foreign markets in order to maximize the impact on them, that is, on the level, timing and structure of demand.

5. In addition to the traditional analysis of the regional economy, it is extremely necessary to conduct sufficiently deep regional market research. These studies provide an opportunity to:

- Determine the possible scope and potential of future development of existing and creation of new industries; challenges associated with inter-regional asymmetries;

- Establish natural (in relation to region) monopoly on products and services to create economic interests in the region in terms of economic security;

- Estimate the export potential of the region, its possible development and to identify possible involvement of additional amounts of credit resources;

- Determine the number of potential producers of goods and services, whose presence in the region will fill in the relevant product niches, create regional markets for food and industrial products;

- Generate economic interests of the region in countries exporters and importers of products; identify the main areas of international investment cooperation and strategic partners.

Complex analyzes will enable to form early measures aimed at developing of positive processes, eliminate existing and prevent possible imbalances in the economy of the region.

Thus, regional marketing does not involve the study of demand, prices of products separate enterprise, it is based on a market research, study of demand for product in the region, the implementation of all its potential in terms of internal (regional) and external (outside the region) needs [6].

By using features of regional marketing it is possible to create the conditions for a new form of management relations in the region, that:

- 1) Form the economic and legal environment maintaining full autonomy of producers in the region;
- 2) Allow conducting regional public policy (economic, industrial, investment and so on);
- 3) Ensure coordination of local economic goals of individual producers with regional goals and objectives;
- 4) Allow to predict possible effective economic relations between the regions, regional entities, reflecting regulating aspects of regional socio-economic policies pursued by the state.

As a result, regional marketing, occupying a position between the programs of impact on the national economy (macro level) and micro-level marketing (economic agents) will provide a combination of interests and objectives of the macro, meso-, micro-levels.

Opportunities of multi-level coordination of socio-economic interests due to a regional marketing location in between:

- Central management structures;
- External market;
- Direct market players, regional producers.

The objectives of regional marketing model for reconciling the interests of different levels are:

- Gathering information about the possibility of production occurring at the micro level;
- Gathering information about regional market needs;
- Monitoring of data on market conditions at markets of higher level.

Regional marketing is a particular marketing trend that allows applying the principles of marketing in various inter-regional interactions and adequately managing the new conditions define the role and tasks of associations; use appropriate methods and tools of regional and interregional levels. A region can achieve sustainable socio-economic development only when it will be able to consciously use its competitive advantages, correctly position itself and skillfully promote information in order to actively interact with other regions [7].

It is obvious that regional marketing cannot carry out its functions without appropriate management structures, it must be “built-in” into regional management system and in the future it may become the core of this system. In order to achieve this, it is required to select group interests and methods of seeking ways of its coordination for effective interaction of all stakeholders; determine the functional niches for each element of the marketing mix and players, responsible for its implementation; allocate rights and responsibilities between levels of management. In this regard the model of coordination of actions and interests of stakeholders should be developed, along with the regulations and instructions for each direction of marketing activities.

The subjects of regional marketing are the executive authorities at all levels, inter-regional associations, unions, associations of producers as organizational forms of economic integration. They, by being active subjects of regional marketing at the regional level, combine the most enterprising executives and managers from both large and medium-sized enterprises and small businesses from the manufacturing sector, financial institutions and infrastructure, are actively involved in shaping new economic policy of the region through the adoption of solidarity decisions on the most important problems of production and social sphere [8].

Conclusion. Thereby, in order for a region to achieve further socio-economic development, it should comply with comprehensive regional marketing concept that requires an examination of the region as a single market entity, integration of different productions and target groups and maximize the use of internal resources, its production and employment potential, knowledge of economic and social development issues and features of regional industry complex distribution and inter-regional differences.

References

1. Danylyshyn, B. M., Lyubchenko, O. M. (2006) Marketing strategy of regional food market. Kirovograd : Imex-LTD, 250 p.
2. Malyarchuk, I. A. (2004) Problems of formation and implementation of state target programs. *Stratehichna panorama*, 3, pp. 30–34.

3. Stechenko, D. M. (2007) Program orientation in socio-economic development management. *«Universytet-s'ki naukovi zapysky» Khmel'nyts'koho universytetu upravlinnya ta prava*, 3, pp. 167–172.
4. Dubnytskyi, V. I. (2013) Development of industrial regional complex : aspects of marketing potential. Marketing of innovations and innovations in marketing : collection of theses and reports of 7th International scientific and practical conference, September, 26-28, 2013. In : Yu. M. Gladenko (Ed.). Sumy : TOV "DD "Papirus", pp. 77–80.
5. Starostina, A. O., Martov, S. E. (2004) Regional marketing: content and features in Ukraine. *Marketynh v Ukraini*, 3, pp. 55–57.
6. Budnikevych, I. M. (2011) Ways of using classic conception of municipal marketing tools for provision of municipal competitiveness. *Marketing and innovations management*. – 2011. – №3 p.2. – p. 41–49.
7. Gerasymchuk Z. V. (2008) Features of municipal marketing management. *Zbirnyk naukovykh prats' Luts'koho derzhavnoho tekhnolohichnoho universytetu*, 5(18), Part 1. – Lutsk, p. 376 [Internet]. – Available from : <http://www.nbu.gov.ua/portal/soc_gum/en_em/2008_5_1/Zbirnik_EM_08_1_102.pdf>.
8. Oklander, M. A. (2002) Conceptions of marketing activity of state governance bodies [Internet]. *Pratsi Odes'koho politekhnichnoho universytetu: Zb. nauk. prats'*, 1. – Available from : <http://www.nbu.gov.ua/portal/natural/Popu/2002_1/7_2.htm>.

Список використаної літератури

1. Данилишин Б. М., Любченко О. М. Маркетингова стратегія регіонального продовольчого ринку. – Кіровоград : Імекс-ЛТД, 2006. – 250 с.
2. Малярчук І. А. Проблеми формування та реалізації державних цільових програм / І. А. Малярчук // Стратегічна панорама. – 2004. – № 3. – С. 30–34.
3. Стеченко Д. М. Програма орієнтації в управлінні соціально-економічного розвитку / Д. М. Стеченко // «Університетські наукові записки» Хмельницького університету управління та права. – 2007. – № 3. – С. 167–172.
4. Дубницький В. І. Розвиток промислового комплексу регіону: аспекти маркетингового потенціалу / В. І. Дубницький // Маркетинг інновацій та інновації в маркетингу: збірник тез та доповідей 7-ої міжнародної наук.-практ. конф., 26–28 вересня 2013 р. / Відп. за вип. Ю.М. Гладенко. – Суми : ТОВ "ДД "Папірус", 2013. – С. 77–80.
5. Старостіна А. О. Регіональний маркетинг: суть та особливості в Україні / Старостіна А.О., Мартов С. Е. // Маркетинг в Україні. – 2004. – № 3. – С. 55–57.
6. Буднікевич І. М. Напрямки використання інструментів класичної концепції муніципального маркетингу в забезпеченні конкурентоспроможності міста / І. М. Буднікевич // Маркетинг та управлінські інновації. – Ч. 2. – 2011. – № 3. – С. 41–49.
7. Герасимчук З. В. Особливості маркетингового управління містом / З. В. Герасимчук // Збірник наукових праць Луцького державного технологічного університету [Електронний ресурс]. – Ч. 1. – №. 5 (18). – Луцьк, 2008. – С. 376. – Режим доступу : http://www.nbu.gov.ua/portal/soc_gum/en_em/2008_5_1/Zbirnik_EM_08_1_102.pdf.
8. Окландер М. А. Концепція маркетингової діяльності органів державного управління / М. А. Окландер // Праці Одеського політехнічного університету : Зб. наук. праць [Електронний ресурс]. – 2002. – № 1. – Режим доступу : http://www.nbu.gov.ua/portal/natural/Popu/2002_1/7_2.htm.

Стаття надійшла до редакції 08.09.2014.

Рецензенти: О. В. Коломицева, д.е.н., професор, зав. кафедри економічної кібернетики та маркетингу ЧДТУ; В. О. Шпильова, д.е.н., доцент, зав. кафедри економіки та менеджменту Черкаської філії ПВНЗ «Європейський університет».