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## DEVELOPMENT OF ECONOMIC SPACE OF REGIONS AS A CONDITION FOR RAPID RECOVERY OF THE ECONOMY OF UKRAINE IN THE POST-WAR PERIOD

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**Abstract.** The article is devoted to the substantiation of the most appropriate directions for the development of economic space of the regions of Ukraine, the implementation of which in practice will speed up the processes of recovery of the country's economy in the post-war period. The choice of the selected research topic for Ukraine is not accidental, since over the past ten years the country has experienced many transformative deformations, most of which are related to aggressive behavior of a neighboring country. As a result, economic space of most regions of the country is in a rather difficult state today. Fundamental changes are needed, which should be introduced both today and in the post-war period. In order to orient the regions in terms of how to organize a successful process of socio-economic revitalization of the territory, it is important to rely on experience. In order to specify possible directions of revitalization of economic space of the country's regions, the work has analyzed the latest publications of scientists on this topic, published in publications included in the Scopus scientometric database. *The purpose of the study* is to essentially specify the process of the development of economic space of the region and determine the directions of successful implementation of this process in practice. The components of economic space of the country's regions are *the object of research* in the work. *The task of research* is to find directions for the activation of each component of economic space of regions in order to achieve noticeable development trends and obtain a platform for socio-economic recovery of the regions of Ukraine in the post-war period. The works of domestic and foreign scientists devoted to the study of various aspects of ensuring the development of economic space of the region, methods of scientific knowledge (monographic analysis, systematization, trend analysis, visualization method) and information processing tools (public web application of Google Corporation, Wordart tool) are *methodological basis of the study*. Based on the results of the research, key directions of movement, the implementation of which will allow to activate the processes of development of the components of economic space of the country's regions, have been established. *The scope of application of research results* is related to the activities of regional authorities, the leadership of territorial communities, business entities of all types of economic activity, and educational and scientific institutions. *The results* of the study are the following:

- 1) substantiation of nine main components of economic space of the country's regions, which include business environment, infrastructural support, human capital, natural resource potential, financial potential, educational and scientific potential, cultural heritage, institutional environment and foreign economic potential;
- 2) systematization and processing of the latest scientific research on a selected topic, published in publications included in the Scopus scientometric database, which makes it possible to group information and highlight the vectors of spatial development implemented by foreign countries and specify the problems that are observed at the same time;
- 3) visualization of established vectors using "word cloud" tools and Google trends;
- 4) substantiation of vectors of resilience of the post-war recovery of economic space of the regions of Ukraine, which include equal infrastructural development of urban and rural areas, development of ecological systems of the region, investment in innovative development of the territory, comprehensive development of talents, architectonics of rural and urban spaces, energy efficiency of production processes and everyday life, encouragement of Ukrainian military migrants to return to Ukraine.

**Keywords:** urbanization, investment, innovation, rural areas, talents, military migrants of Ukraine, efficiency

## Introduction

The war waged by the Russian Federation against Ukraine caused significant devastating damage to the Ukrainian economy, the consequences of which will unfortunately be felt for many years to come. In most regions of Ukraine, the infrastructure was destroyed - the capacities of industrial enterprises of various types of economic activity, transport routes, bridges, railway tracks, airports, power plants, power lines, gas pipelines, etc. were completely destroyed or severely damaged. The housing stock was significantly damaged, and in the front-line regions it was almost completely destroyed by the enemy. Due to the destruction of enterprises and the occupation of a significant territory of Ukraine, millions of Ukrainians lost their jobs, were forced to change their place of life, moving to safer regions of the country or to other countries of the world. Indicated trends had a negative impact on the levels of unemployment and inflation in the country. Of course, all of the above could not help but affect the main economic indicators of the country's economy - there was a decrease in the volume of industrial production, as a result of which the volumes of GDP and GRP decreased, the volume of export of products fell, and a budget deficit was observed.

As a result of the war, demographic indicators have already significantly worsened in Ukraine, the standard of living of the population has decreased and the level of poverty has increased, there has been significant pollution of the environment and the destruction of significant amounts of natural resources. Given the fact that the war is not over, the amount of losses for the entire economy of the country is increasing daily. That is why the restoration of the Ukrainian economy in the post-war period will be a very difficult task that will require significant efforts and resources. It is necessary to start solving these problems from the most effective level, on which the largest amount of resources and levers of influence on the situation are concentrated, represented by the region. That is why the development of economic space of regions should become a key condition for rapid recovery of Ukraine's economy in the post-war period.

## Literature review

A detailed study of the latest works placed in the Scopus scientometric database, which are devoted to various aspects of the development of economic space of individual territories and regions, allows us to come to the conclusion that at the global level this issue is of great interest to researchers today, and at the same time, about 95% of the total number of articles are the works of scientists from China. Among those scientific works that came into focus of our view, in addition to representatives of China, there are studies of representatives of universities affiliated with the USA, UAE, Malaysia, Bangladesh, Morocco, France, Spain and Italy. So, we can state that the research problem chosen by us is not local, but rather general in nature and therefore is relevant both for economically developed countries of the world and for countries and regions that currently have significant problems in socio-economic development.

In scientific environment of Ukraine, the study of various aspects of the development of economic space of the region is also quite actively conducted, and recently O. Bavyko, M. Dergalyuk, L. Gromozdova, P. Gudz, N. Ivanova, S. Khanin, O. Kharchenko, G. Leshchuk, Yu. Lyubarov, N. Naumenko, M. Ogienko, Yu. Prus, V. Rodchenko, I. Stenicheva have devoted their research to this issue. When researching this issue, scientists use such tools and terms as spatial asymmetries, integration processes, laws of development, transformation processes, cross-border cooperation, development of spatial forms, creative space, potential-forming space, spatial clustering, etc. At the same time, as objects of focus of attention within the scope of the subject, scientists use strategic priorities of spatial and economic development of the region, market infrastructure of the region, intellectual and innovative determinants of influence on the activity of the region, investment activities of the region, information space of the region, formation of the economy platform in the region, tourism industry of the region. So, we can see that the spectrum of research of Ukrainian scientists is quite broad and covers various aspects of the development of economic space of the region. At the same time, in order to create prerequisites for Ukraine now, and even more so in the

post-war period for rapid recovery of economic space of the region and to ensure the competitiveness of the regions of the country on the national and world markets, it is important to ensure a comprehensive approach and use exactly those tools that will allow to obtain the expected result in a short time and with minimal expenditure of resources. That is why there is an urgent need to continue research on this topic.

### **Results and discussion**

Economic space of the region is a multifaceted category, which in a general definition can be understood as a system of economic relations that take place in a certain territory of the country. This space includes nine main components:

- 1) business environment - a set of enterprises of various forms of ownership and branches of the economy operating in the territory of the region, the success of their economic activity and the level of competitiveness achieved;
- 2) infrastructural support - a set of transport, communication, energy, communal and logistics infrastructure services provided to the population and economic entities of the region; proximity to sales markets, main transport routes, development of sea, river and air transport;
- 3) human capital – a set of knowledge, abilities and skills of the population of working age, which currently lives in the territory of the region and actively participates in production, economic and commercial activities of economic entities; age, professional and educational structure of the population;
- 4) natural resource potential – a set of those natural resources and climatic conditions that the region possesses (climatic zone; quality and fertility of soils; availability of water resources; deposits of minerals; forest cover; degree of pollution of air, soil and water resources by natural and anthropogenic factors);
- 5) financial potential - a network of financial institutions in the region (banks, credit institutions, pawnshops, leasing companies, etc.), which provide various services related to money circulation; tax and customs policy; investment climate in the region;
- 6) educational and scientific potential - a network of educational, research and scientific institutions, startup centers and engineering laboratories, the activities of which are aimed at training of highly qualified specialists, accumulation of human capital, generation of innovative solutions and their implementation in the activities of economic entities of the region; development of high-tech industries in the region;
- 7) cultural heritage - a set of natural, historical and cultural monuments of the region, the level of their preservation, protection and popularization, which forms its tourist attraction; cultural traditions and customs of the population of the region;
- 8) institutional environment – efficiency of functioning of state and local government bodies, state support, effectiveness of regional legal framework, achieved level of interaction between government, business and the public;
- 9) foreign economic potential – export potential of the region, volumes of attracted foreign investments, international economic agreements and integration, participation in the functioning of Euroregions.

All the listed components are closely interrelated and successful implementation of each of them determines the general trend of economic development, specialization and competitiveness of the region. Therefore, in a general sense, it can be considered that the development of economic space of the region is a process of improving the indicators of economic activities of the region, raising the standard of living of the population and ensuring the growth trends of its competitiveness at the national and international levels. At the same time, substantiated and developed strategies for regulating various aspects of the functioning of the region, such as innovative, demographic, cluster, diversification of the economy, export orientation, etc., should be the basis for the success of various measures for the development of economic space of the region. The choice of the direction

of positive impact of the strategy, first of all, should be related to the desire of regional authorities to solve the problems that are most acutely facing the economy of a particular region.

Each region of Ukraine has an infinite number of various problems in its current economic activity, which even in peacetime due to permanent state of crisis in the country's economy restrained its promising economic development, and during the war period, negative trends of influence on the functioning of a separate region increased many times. Therefore, regional authorities must constantly seek solutions to urgent problems in a wide range of components of the region's economic space in order to achieve noticeable trends in improving the quality and standard of living of the population. However, a rather urgent question arises - what tools, levers and measures should be used and implemented as a matter of priority in order to achieve the expected results faster and with less expenditure of resources? In order to answer this rather difficult question, let's turn to those trends that are the most relevant today in the field of development of economic space of regions at the world level. First of all, such trends can be evaluated based on the analysis of the latest publications of scientists on this topic. The sufficient quality of articles, which has been achieved through the procedure of double-blind review, introduced in the journals of the Scopus scientometric database, will be considered to be the guarantee of the accuracy of the trends.

Thus, Bhattarai *et al.* (2023) emphasize that among all the criteria that should be taken into account when analyzing the degree of the development of economic space of a certain territory, the main attention should be paid to the development of urban infrastructure, openness of space, population density and economic viability (or the degree of comfort in a specific territory of human life and business). Wang *et al.* (2023) in their work prove the need to pay sufficient attention not only to economic, but also to ecological spatial connections of urban agglomerations, that is, they emphasize the expediency of introducing an ecological and economic vector of coordination in activities of a separate settlement and the region as a whole. The authors prove a close correlation between trends in population growth and the volume of sales of consumer goods, the number of health care facilities, the area of green spaces and the level of environmental pollution. In addition, there is an effect of spatial expansion of the sphere of human activity, and therefore it is necessary to create conditions for ensuring the balanced and healthy development of ecological and economic systems of the region.

Zhang *et al.* (2023) claim that it is impossible to achieve strong trends in the development of economic space of the region without the creation of high-tech zones on its territory, which can be achieved by stimulating the processes of generation and implementation of innovations in all human life systems. At the same time, Zhang and Liu (2023), based on the use of economic and mathematical modeling methods, prove the opinion that the effectiveness of state investments in environmental innovations will vary depending on the territory within which they are implemented. That is, before carrying out programs of state investment in the creation and introduction of innovative solutions in certain spheres of life in the regions of the country, a thorough substantiation of those directions that are expected to bring positive changes in the development of economic space of the region must be carried out.

Yu *et al.* (2023) in their research emphasize that under today's conditions of the development of socio-economic space of the country's regions, the phenomenon of rapid urbanization is quite aggressive, as it significantly increases environmental risks both directly in the cities and in the territories adjacent to them. For Ukraine, taking into account this aspect when designing programs for the development of economic space of regions is extremely important in the light of mass processes of temporary resettlement of the population from dangerous regions to territories more distant from hostilities, which began with the beginning of hostilities in the country in 2014 and intensified many times during full-scale attack of the Russian Federation on Ukraine in February 2022. With general catastrophic deterioration of ecological condition of most territories of the country due to powerful military actions and their consequences, the increase in population per unit of territory in certain regions of Ukraine significantly increases the pressure on all infrastructure systems, threatens to disrupt ecological balance. Kordi and Galal Ahmed (2023) in their research focus on similar problems of urban space shortage and propose the introduction of new architectural

and design urban forms that allow to find unique opportunities in limited conditions to provide people with decent living, working and leisure conditions, which are the basis of population health support. The policy of the development of economic space of the regions of Ukraine in the post-war period should be aimed at the development and implementation of similar innovative solutions.

Hena *et al.* (2023) investigate positive effect of the urbanization process, which is manifested in interregional and intraregional movement of economic entities of various types of economic activity and talent, which is an impetus for socio-economic development of underdeveloped areas of both a separate region and the country as a whole. At the same time, the authors draw attention to the fact that regional authorities should manage these processes, and not leave them unmanaged. In this context, Zhao and Guo (2023) thoroughly prove the need to accelerate the processes of green urbanization, which can be achieved on the basis of a continuous process of optimizing the structure of industrial production, integrating digital technologies into the energy system, and establishing the principles of energy conservation, rational use of resources, and reduction of emissions of all pollutants into the environment.

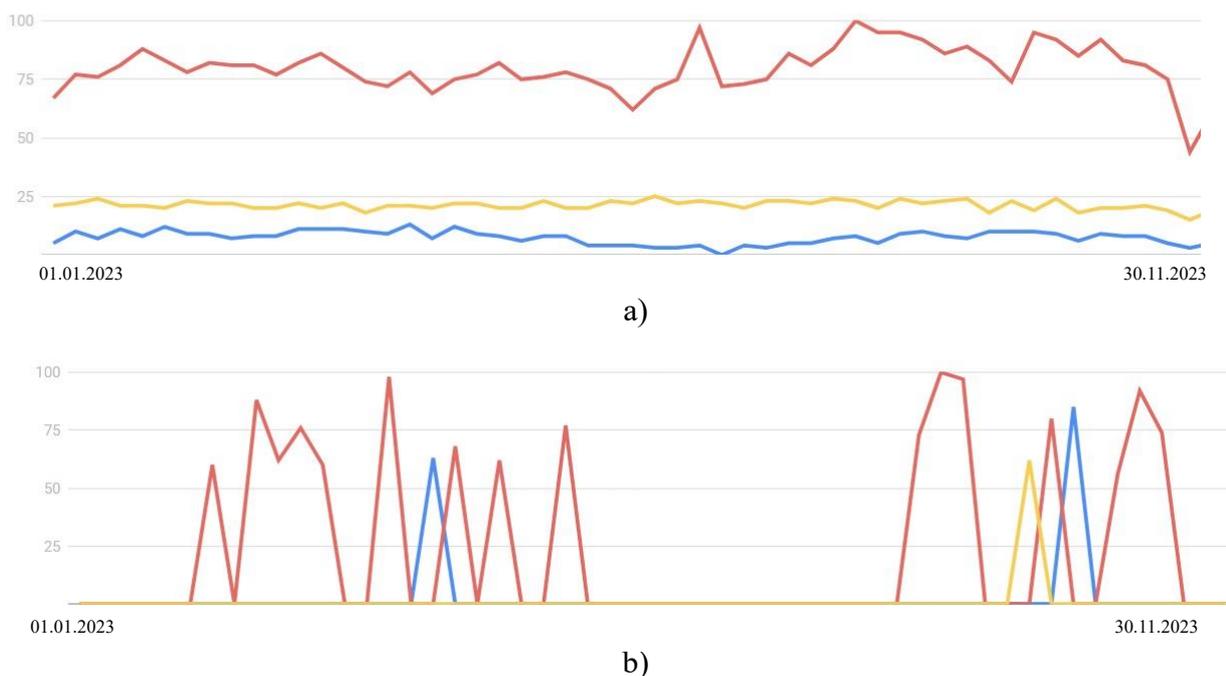
Xue and Fu (2023) prove with their research the need for a more in-depth analysis of the role of city outskirts in successful functioning of the city. And in this context, it is rural and suburban territories, according to scientists, that should become the focus of the authorities' efforts in order to achieve positive changes in their socio-economic development. Gao (2023) also draws attention with his research to such an important aspect as socio-economic development of rural areas of the region, which needs more attention against the background of modern transformation of regional economy. The author emphasizes that for the revival of the village, it is necessary to ensure the optimization of spatial structure of rural areas, the involvement of innovative technologies and IT, the optimization of land use processes, and create the conditions for lifelong learning of rural population. For Ukraine, this issue is quite consistent due to the fact that during the entire period of the country's independence, the process of gradual and slow degradation of rural areas and the worsening of demographic situation in the countryside was observed. In the post-war period, it is unlikely to achieve the expected pace of revitalization of the region's economic space without intensive development of rural areas, so investors and regional authorities should also pay sufficient attention to this issue.

Lomonaco *et al.* (2023) prove the need to focus the attention of state and regional authorities on those regions that, according to the values of demographic and economic indicators, show persistent negative dynamics over time. That is, the authors call on the authorities to give priority attention to those regions that are peripheral today, but which at the same time have a high potential to become attractive for migrants. For Ukraine in the post-war period, when objective probability of the return of all Ukrainian military migrants is low, such an approach can become one of effective solutions for the revival of rural areas and regions most affected by military actions. In this context, Yang (2023) claims that, among other things, the lack of approaches to create a comfortable space for human life at regional level is the basis of demographic problems. The policy of regional development in the post-war period should be aimed at creating such a space in all territories of Ukraine. Among other things, it will increase the motivation of Ukrainian military migrants to return to their native country.

Ma *et al.* (2023) and Wang *et al.* (2023) review the possibilities of achieving balance and coordination between ecological, social and economic components of regional development. Hong *et al.* (2023) substantiate the feasibility of using a fairly effective tool for the revival of rural areas, which they consider to be the development of green agriculture based on digital technologies. At the same time, the authors warn that digital technologies, along with a positive effect, can activate the processes of deterioration of the environment of the territory, therefore, their use should be approached fairly reasonably and carefully. Xinyan *et al.* (2023) also investigate the factors that determine environmental security of the region and, based on in-depth research, conclude that there is a direct close relationship between the volume of foreign trade of the region and the volume of carbon emissions and air pollution. These studies, together with the results of the work of Ukrainian



Taking into account the peculiarities of building a word cloud, that is, the fact that the size of a word directly characterizes the degree of its repetition in the original data set, we can understand that the main attention of scientists in the selected range of research was focused on such processes and tools as urbanization, investment, innovation, economic development, digital economy, risk control of various etymologies and efficiency. It is the listed processes and tools that should become drivers of the success of modern processes of the development of economic space of the country's regions. If we compare the intensity of queries of Google users regarding the three concepts we identified as the most in demand in the chosen research topic, namely urbanization, investment, innovation, in scientific environment at the world level and in Ukraine during 2023 using the public web application of Google Corporation (<https://trends.google.com/>), then we will get the following picture (Fig. 2).



**Figure 2.** Intensity of Google users' requests for information on the topics "urbanization", "investment" and "innovation" during 2023 in scientific environment in the world (a) and in Ukraine (b)

*Conventional designations:*

*blue color - "Urbanization", yellow color - "Investment", red color - "Innovation"*

**Source:** compiled by the author

So, we can see that there is a stable demand for information on three distinct concepts in the world, while the highest level is observed for the term "innovation". As for Ukraine, here the interest in receiving information by users on the subject of innovations is more of a peak periodical character, while the interest in information about urbanization and investment is almost one-time. Drawing the attention of information users to the subject of this article should become an indicator of positive changes in regional economy.

Summarizing the conducted research, I would also like to focus attention on those vectors of resilience of the post-war recovery of economic space of the regions of Ukraine, the expediency of application and implementation of which was substantiated by the author on the basis of a detailed study of the tools proposed by the scientists of the analyzed articles. These vectors can include:

1) infrastructural development of urban and rural areas; making efforts to equalize the volume and quality of infrastructure services provided to residents of the region regardless of where they live; creation of new jobs with decent working conditions in rural areas; expansion of opportunities for the region's participation in international and interregional trade;

2) development of ecological systems of the region; selection of environmental friendliness as a key factor in the efficiency of business entities of the region; spread of the principles of social responsibility among subjects of business environment of the region; development of green agriculture;

3) investment from various sources in the creation of innovations and the introduction of high-tech industries based on them in the region; creation of mutually beneficial consortia and other types of associations between educational institutions, scientific institutions and subjects of entrepreneurial activity for purposeful generation and approbation in practice of necessary innovative solutions;

4) creation of a regional program for the search, preservation and comprehensive development of talents in various spheres of activity; search for effective solutions for the return of Ukrainian talents from abroad; introduction of human capital development programs through lifelong learning; improvement of the quality of higher education in all directions, primarily in energy, IT, medicine, and engineering (Zakharova & Usyk, 2023; Zakharova & Prodanova, 2023);

5) development of the architectonics of rural and urban spaces aimed at increase in the level and quality of life of the population; integration of digital technologies in all spheres of human life; consideration of the possibilities of building of the smart city on the basis of individual settlements of the region by using the latest IT to improve human life;

6) energy efficiency of production processes and everyday life; introduction of innovative technologies for the preservation of all types of resources by a person in the process of his/her life activity; reduction of emissions into the environment;

7) creation of an effective program to encourage Ukrainian military migrants to return to the regions of Ukraine; introduction of programs to attract migrants from other countries for the development and restoration of the regions and territories of the country most affected by the war.

Therefore, the implementation of the processes of recovery of the economy of Ukraine in the post-war period will be a very difficult task, which will require the implementation of complex measures and the involvement of the entire spectrum of tools available at the disposal of regional authorities.

The development of economic space of the regions will be one of key factors of successful recovery. At the same time, it should be clearly understood that the development of economic space of the region is a rather complex and multi-stage process that requires a comprehensive approach and the involvement of all groups of stakeholders. The growth of the gross regional product, the creation of new jobs with decent working conditions, the reduction of the unemployment rate, especially among young people, the increase in the volume of investments involved in the development of the business environment of the region, the growth of the number of business entities of small and medium-sized businesses, etc. can be considered indicators of the presence of positive trends in economic space of the region

## Conclusions

Considering the fact that the development of economic space of the regions is an important condition for the recovery of the economy of Ukraine as a whole in the post-war period, sufficient attention should be paid to this issue at all levels of government in the country. Undoubtedly, an important and leading role in this process should belong to the state, which, due to the adoption of relevant legislative initiatives and the introduction of effective reforms, creates favorable conditions for the development of regional business, invests in infrastructure, supports science and innovation. An important role is also played by the regions themselves, whose authorities develop and implement their own development strategies, attract investments, support small and medium-sized businesses with specific programs, stimulate constructive interaction between representatives of business, education and science in order to create a favorable climate for the generation and introduction of innovative solutions in regional production. An important role in the restoration of economic space of the regions in the post-war period should be played by the Ukrainian business, which, due to the complete restoration of its activities and the creation of new jobs, should become

a powerful internal investor in technical and technological renewal of production capacities of the business environment of the country's regions.

At the same time, taking into account the amount of damage and destruction caused by the Russian Federation to Ukraine during the war, we already understand today that neither the state nor the regions will be able to quickly cope with the processes of restoring of economic space of the regions on their own. In order to achieve noticeable positive changes in the trends of recovery and development of economic space of the country's regions within a relatively short time, it will be necessary to attract the support of the international community, which is expected to provide financial assistance, investments, technologies, consulting services of leading specialists, etc.

And in conclusion, I would like to focus attention on the most important factor, without which it will not be possible to activate the processes of revival and development of economic space of the regions of Ukraine, even with the presence of powerful legislative, investment and technical and technological support from various sources. The population of Ukraine, which today is territorially scattered all over the world, is such a factor. The success of those reforms and measures that will be implemented in the economy in the post-war period will depend on the extent to which the authorities of the country and a specific region manage to return Ukrainians to the country. Thus, the restoration of the Ukrainian economy and the development of economic space of the regions is a task that can be achieved only through joint efforts of all stakeholders. Therefore, further research should be devoted to the construction of a road map of balanced and optimal application by the regional authorities of all available influence tools in order to quickly obtain noticeable changes in the revival of economic space of the regions of Ukraine in the post-war period.

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### Conflict of interest

None.

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## РОЗВИТОК ЕКОНОМІЧНОГО ПРОСТОРУ РЕГІОНІВ ЯК УМОВА ШВИДКОГО ВІДНОВЛЕННЯ ЕКОНОМІКИ УКРАЇНИ В ПОВОЄННИЙ ПЕРІОД

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**Анотація.** Статтю присвячено обґрунтуванню найбільш доцільних напрямів розвитку економічного простору регіонів України, реалізація яких на практиці дозволить пришвидшити процеси відновлення економіки країни в повоєнний період. Вибір обраної тематики дослідження для України не є випадковим, адже за останні десять років країна пережила багато трансформаційних деформацій, більшість з яких пов'язана з агресивною поведінкою сусідньої країни. В результаті економічний простір більшості регіонів країни сьогодні перебуває в досить важкому стані. Потрібні докорінні зміни, які мають бути запровадженими як вже сьогодні, так і в повоєнний для країни період. Для того щоб зорієнтувати регіони щодо того, яким чином організувати успішний процес соціально-економічного відродження території, важливо спиратися на досвід. З метою конкретизації можливих напрямів відродження економічного простору регіонів країни в роботі проаналізовано останні публікації науковців на цю тематику, опубліковані у виданнях, включених до наукометричної бази Scopus. *Метою дослідження* обрано сутнісну конкретизацію процесу розвитку економічного простору регіону та визначення напрямів успішної реалізації цього процесу на практиці. *Об'єктом дослідження* в роботі виступають складові економічного простору регіонів країни. *Завдання дослідження* полягає у пошуку напрямів активізації кожної складової економічного простору регіонів задля досягнення помітних тенденцій розвитку та отриманні платформи для соціально-економічного відновлення регіонів України в повоєнний період. *Методологічною основою дослідження* виступили праці вітчизняних і зарубіжних науковців, присвячені дослідженню різних аспектів забезпечення розвитку економічного простору регіону, методи наукового пізнання (монографічний аналіз, систематизація, трендовий аналіз, метод візуалізації) та інструменти обробки інформації (публічний web-додаток корпорації Google, інструмент Wordart). *За результатами дослідження* встановлено ключові напрями руху, реалізація яких дозволить активізувати процеси розвитку складових економічного простору регіонів країни. *Сфера застосування результатів* дослідження пов'язана з діяльністю органів регіональної влади, керівництва територіальних громад, суб'єктів господарювання всіх видів економічної діяльності та освітньо-наукових установ. *Результати* дослідження являють собою:

- 1) обґрунтування дев'яти основних складових економічного простору регіонів країни, до яких було віднесено ділове середовище, інфраструктурне забезпечення, людський капітал, природно-ресурсний потенціал, фінансовий потенціал, освітньо-науковий потенціал, культурну спадщину, інституційне середовище та зовнішньоекономічний потенціал;
- 2) систематизацію та обробку останніх наукових досліджень за обраною тематикою, опублікованих у виданнях, включених до наукометричної бази Scopus, що дозволило згрупувати інформацію та виділити вектори просторового розвитку, які реалізуються зарубіжними країнами, і конкретизувати проблеми, які при цьому спостерігаються;
- 3) візуалізацію встановлених векторів за допомогою інструментів «хмара слів» та трендів Google;
- 4) обґрунтування векторів резильєнтності повоєнного відновлення економічного простору регіонів України, до яких було віднесено рівнозначний інфраструктурний розвиток міської та сільської місцевості, розвиток екологічних систем регіону, інвестування в інноваційний розвиток території, всебічний розвиток талантів, архітектоніку сільських та міських просторів, енергоефективність виробничих процесів та побуту, стимулювання українських воєнних мігрантів до повернення в Україну.

**Ключові слова:** урбанізація, інвестування, інновації, сільські території, таланти, воєнні мігранти України, ефективність