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ВЕКТОРИ І ЗАХОДИ ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОГО РОЗВИТКУ РЕГІОНУ В УМОВАХ ГЛОКАЛІЗАЦІЇ ТА ДЕЦЕНТРАЛІЗАЦІЇ¹

Актуальність. Актуальність визначення заходів забезпечення економічного зростання регіонів під впливом явищ глобалізації та децентралізації системи управління та адміністративно-територіального устрою є значною і пов'язана з формуванням передумов для подальшого розвитку економік регіонів. Дана тематика є однією з основних в сучасних нормативно-правових документах, міжнародних угодах, стратегіях. В стратегічних документах щодо розвитку ЄС на перспективу до 2027 року йдеться про необхідність забезпечення пристойного рівня життя без суттєвих дивергенцій в різних територіях країн, відповідно до їхніх передумов і можливостей в сферах традиційної спеціалізації та смарт-спеціалізації. При цьому наголошується на важливості виходу територій базового рівня з їхніми локальними можливостями та перевагами в сферу глобального економічного обміну і при цьому має бути дотриманий баланс керованості та ефективності управління розвитком територій базового і регіонального рівнів: без шкоди для місцевого самоврядування має бути забезпечений відповідний рівень децентралізації, при якому стандарти виконання всіх управлінських функцій та надання державних послуг контролюватимуться, регламентуватимуться і гарантуватимуться за принципом субсидіарності, а ключові владні повноваження будуть збережені за центральними органами влади і буде забезпечено високий рівень керованості. Більшість європейських країн вже пройшли найскладнішу фазу трансформаційних перетворень щодо включення територій в світовий економічний обмін на засадах використання локальних можливостей і переваг. Для України ж цей етап тільки розпочинається і результати проходження першої фази децентралізації свідчать про необхідність включення важелів економічного регулювання і стимулювання розвитку господарського фундаменту для подальших адміністративно-територіальних трансформацій. Тому важливим є формування комплексу заходів по забезпеченню економічного розвитку територіальних систем в країні, які мають відповідати сучасним перспективним напрямам світової, європейської, національної, транскордонної політики і забезпечуватимуть побудову інституціонального каркасу і господарського фундаменту для подальших децентралізаційних, адміністративно-управлінських зрушень.

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Мета та завдання. Метою статті є визначення ключових напрямів і заходів щодо провадження ефективного регулювання процесів сталого розвитку функціональних територій в умовах децентралізації та глокалізації та з врахуванням впливу інституціонального забезпечення та рамкових умов, зокрема нормативних актів, міжнародного, національного, транскордонного рівнів.

Результати. Розроблено комплекс векторів та заходів стимулювання сталого розвитку функціональних територій, визначених за економічною ознакою в структурі адміністративно-територіальних одиниць України, включених в процеси децентралізації та глокалізації. Обґрунтовано актуальність застосування сучасного механізму інституціонального забезпечення інвестиційного розвитку регіонів в умовах децентралізації з позицій відповідності цілям та критеріям Концепції реформування місцевого самоврядування, стратегічним документам щодо стимулювання сталого розвитку в Україні на період до 2020 та 2030 років, а також положенням урядових планів дій, програмних документів щодо підтримки провадження реформ Президентом України. Визначено ключові напрямки підвищення інвестиційної активності в регіонах на основі врахування принципів і положень європейської політики зближення (European Cohesion Policy) на період до 2027 року, перспектив розвитку Єврорегіону «Нижній Дунай», реалізації програми транскордонного Дунайського співробітництва Danube Interreg та положень інших угод і програмних документів в сфері транскордонного і міжнародного співробітництва. Визначено заходи регулювання економічного розвитку регіонів на основі підтримки їхньої ефективної участі в глокалізаційних процесах.

Висновки. Виявлені закономірності і виклики сучасного інституціонального забезпечення економічного розвитку регіонів в умовах впливу глокалізаційних та децентралізаційних процесів з виділенням особливостей такого забезпечення на міжнародному, національному, транскордонному рівнях. Сформульовані вектори щодо стимулювання економічного розвитку регіону в сучасних умовах і доповнені такими заходами їхньої реалізації як: вжиття податкових важелів підтримки пріоритетних видів активностей в розрізі функціональних територій та за по проектною, економічною ознакою; запровадження економічних експериментів щодо підтримки розвитку територіально-господарських комплексів, що формують певні функціональні спільноти або здатні до реалізації потенційно перспективних напрямів спеціалізації; розробка і активне використання уніфікованих підходів до оцінки та обґрунтованого регулювання економічної активності та розвитку регіональних економічних систем.

Ключові слова: глокалізація, економічний розвиток регіонів, децентралізація, інституціональне регулювання.

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MEASURES FOR PROVIDING OF ECONOMIC DEVELOPMENT OF THE REGION IN CONDITIONS OF GLOCALIZATION AND DECENTRALIZATION

Topicality. *The urgency of determining measures that are to ensure the economic growth of regions under the influence of globalization and decentralization of the system of governance and administrative-territorial structure is significant and linked to the formation of prerequisites for the further development of the economies of the regions. This topic is one of the main in modern regulatory documents, international agreements, strategies. Strategic documents on EU development for the period up to 2027 refer to the need of the ensuring of decent standard of welfare without significant divergence in different territories of countries, in accordance with their prerequisites and capabilities in the fields of traditional and smart specializations. It emphasizes the importance of accessing the baseline territories with their local capabilities and advantages to the global economic exchange, while maintaining the balance of management and effectiveness of managing the development of the territorial bases and regional levels: without compromising local self-government, an adequate level of decentralization should be ensured, whereby standards for the performance of all management functions and the provision of public services will be controlled, regulated and guaranteed by the principle of subsidiarity, and key powers will be retained by central authorities and a high level of control will be ensured. Most European countries have already undergone the most difficult phase of transformational transformation to integrate territories into the global economic exchange based on the use of local opportunities and benefits. For Ukraine, however, this stage is just beginning and the results of the first phase of decentralization indicate the need to include levers of economic regulation and stimulate the development of the economic foundation for further administrative and territorial transformations. Therefore, it is important to formulate a set of measures to ensure the economic development of territorial systems in the country, which must meet the current perspective directions of world, European, national, cross-border policy and provide the construction of an institutional framework and economic foundation for further decentralization, administrative and administrative changes.*

Aim and tasks. *The purpose of the article is to identify key areas and measures for the effective regulation of processes of sustainable development of functional territories in the context of decentralization and globalization and taking into account the impact of institutional support and framework conditions, in particular regulations, international, national, cross-border levels.*

Research results. *The complex of vectors and measures for stimulation of sustainable development of functional territories, defined by economic features in the structure of administrative-territorial units of Ukraine, involved in the processes of decentralization and globalization, has been developed. The urgency of applying the modern mechanism of institutional support for the investment development of the regions in terms of decentralization from the standpoint of compliance with the goals and criteria of the Concept of reforming local self-government, strategic documents on promoting sustainable development in Ukraine until 2020 and 2030, as well as the provisions of government action plans, program documents support for reforms by the President of Ukraine. The key directions of increasing investment activity in the regions are determined on the basis of taking into account the principles and provisions of the European Cohesion Policy for the period up to 2027, the prospects for the development of the Lower Danube Euroregion, the implementation of the Danube Interreg transboundary cooperation program and the provisions of other agreements and program documents in the field of cross-border and international cooperation. Measures to regulate the economic development of the regions based on support for their effective participation in the globalization processes are defined.*

Conclusion. *The regularities and challenges of the modern institutional support of the economic development of the regions in the conditions of influence of globalization and decentralization processes with the identification of features of such provision at the international, national, cross-border levels are revealed. Formulated vectors for stimulating the economic development of the region in modern conditions and supplemented by such measures of their implementation as: the use of tax levers to support priority types of activities in terms of functional territories and by design, economic grounds; introduction of economic experiments to support the development of territorial-economic complexes that form certain functional communities or capable of realizing potentially promising areas of specialization; development and active use of unified approaches to the assessment and sound regulation of economic activity and development of regional economic systems.*

Keywords: *glocalization, economic development of regions, decentralization, institutional regulation.*

Problem statement and its connection with important scientific and practical tasks. *The need of development of a methodological approach and applied measures to the providing of economic development of the region in conditions of glocalization and decentralization transformation is connected with and substantiated by modern legislative basis and by institutional framework on international, national and transborder levels [1, 2].*

Analysis of recent publications on the problem. *Among the scientists problems of globalization influence and decentralization of economic development of regional economic development is researched by W. Izard [3], A. Tkachuk [4], V. Šipilova [5], J. Loginova [6], I. Carmenado [7], G. Warren [8], T. Busarieva [9], I. Storonianska [10] and others*

Also the problem of economic development of the region in conditions of glocalization and decentralization transformation is outlined in research materials and statements of OECD [11], World Bank [12], and in modern regulatory documents, international agreements, strategies, laws, e.g. in EU development strategy for the period up to 2027 [1, 2], in national Strategies of sustainable development (Ukraine 2020 and 2030), in agreements and prospects of policies for development of Euroregions “Lower Danube”, “Karpaty” and others.

Allocation of previously unsolved parts of the general problem. Most European countries have already undergone the most difficult phase of transformational transformation to integrate territories into the global economic exchange based on the use of local opportunities and benefits. For Ukraine, however, this stage is just beginning and it is important to formulate a set of measures to ensure the economic development of territorial systems in the country, which must meet the current perspective directions of world, European, national, cross-border policy and provide the construction of an institutional framework and economic foundation for further decentralization, administrative and administrative changes.

Formulation of research objectives (problem statement). The aim of the study is to find out and to identify the key directions and measures for the effective regulation of processes of sustainable development of functional territories in the context of decentralization and globalization and taking into account the impact of institutional support and framework conditions, in particular regulations, international, national, cross-border levels.

An outline of the main results and their justification. The most rapid and deemed successful decentralization reform actually requires decisive action and the introduction of regulatory mechanisms to overcome the crisis caused by the lack of economic capacity of the communities, the mismatch of the systems of distribution of administrative, financial and budgetary, property powers, resource and responsibilities, with the aim of transition to sustainable development of the baseline territories in Ukraine. The first stage of decentralization, which is considered to have been completed, was not accompanied by appropriate institutional measures and mechanisms for ensuring the development of economic base in territorial communities, and the result of its implementation was the creation of 876 amalgamated territorial communities (hromadas) (UTCs), no more than 100 of which do not require basic subsidies and can cover own expenditures with own budgets. The main legislative acts on the implementation of decentralization reform (Laws of Ukraine “On the Plan of legislative support of reforms in Ukraine”, “On cooperation of territorial communities” [13], “On voluntary amalgamation of territorial communities” [14, 15]) were not properly provided with methodological support to determine economic viability, to model the effective configuration of emerging communities, and to strategize and plan for the continued sustainable development of UTCs. Official recommendations for the formation of able ATC are based on indicators of non-economic nature and take into account the population, proximity to cities, specific weight of the basic grant and costs of maintenance of the administrative apparatus, but indicators of the state of the economic base of community development, potential volumes of gross regional product of the territory and prospects for the development of economic growth points are unfortunately ignored.

The process of voluntary amalgamation of territorial communities in the first stage was not sufficiently provided with methodological materials for supporting economic development, so the question now arises of creating mechanisms to stimulate economic activity at the basic level with the use of administrative, financial, tax, information support tools that should facilitate attraction of new capital to the development of economic complexes of territorial communities. Decentralization reform has indeed opened up new opportunities for economic renewal at the baseline, setting the institutional framework for the use of regulatory instruments (tax, financial, credit, administrative, information and other) common in European and world practice, but unfortunately, such opportunities are still remain unused.

The second stage of decentralization (2019-2021), which coincides with the processes of political, administrative and economic transformation in the country, can be successful provided that a system of mechanisms for supporting the development of points of economic growth on the territory of communities is taken into account, considering the available specialization capabilities, which will ensure the formation of economic basis for the growth of well-being in the UTC and for the proper financial support for the performance of administrative functions.

The urgency of improving the institutional support for the development of regions and other territorial and economic systems of the local and sub-regional level is determined by modern economic transformations and strategic documents of both national and cross-border, international level.

Despite the changes in the political sphere, the issue of effective continuation and completion of the decentralization reform remains urgent, which is possible only if due attention is paid to the economic

components of the baseline territories and regions economic complexes functioning. The validity of this statement is borne out by the experience of developed European countries and a number of other countries in the world, where successful amalgamated communities became successful only when they were provided with the proper conditions for economic development, and used the opportunities available to occupy certain specialized niches in the markets. In Poland, the communities were amalgamated in a configuration similar to the locations of free economic zones, where capital was concentrated and special investment conditions were provided, as well as the locations of other economic growth points, including the network of waste collection, sorting and processing points. Large agricultural holdings and urbanized settlements with developed infrastructure have become the basis for the formation of united communities in Romania. In Italy, the formation of amalgamated communities on a contractual basis without the formation of administrative units takes place in accordance with existing, long-established economic commitments, in particular in the province of Lombardy and in Milan, where urban settlements are combined with rural agricultural farms through a single community through existing specialization in the cultivation and processing of many crops, and thanks to the existing financial and economic infrastructure of Milan, which facilitates logistics, facilitates the attraction of applications of these capitals. In the case of unsuccessful amalgamation of territories in a single community, failures to administer and manage economic development, a decline in investment attraction in Canada, for example, there is a mechanism for the separation of territorial communities if there are strong financial, economic, administrative, social and environmental arguments. The consolidation of the governments of the provinces of Manitoba and Quebec on the decision to amalgamate and attach small provincial communities to cities did not lead to improved welfare, increased investments, and met with strong protest from the Provinces' Municipalities Associations and the consolidation was eventually eliminated.

In the EU countries, the process of communities' amalgamation was preceded by long and systematic economic reforms that created the economic foundation for the well-being of society, and only then a system of administrative management and distribution of governmental powers was formed based on subsidiary and rational use of financial, managerial and other resources and opportunities principle. In Ukraine, there is no opportunity for long-term preparation of the economic base for local self-government and decentralization reform, some administrative-territorial and property transformations (the formation of UTC, the transfer of land to the ownership of ATC) have already been made ahead of schedule, the introduction of economic growth investment stimulation mechanisms and the effective economic system development in the regions of Ukraine will have to be made simultaneously with the administrative-territorial shifts implementation and in parallel with the decentralization reform.

One of the main directions of the EU investment policy in the post-reform decentralization period is to attract resources in support of territorial communities' specialization, which will allow realizing the paradigm of convergence of territories in terms of economic development, by indicators of ensuring the satisfaction of the population needs, regardless what types of activities such territories specialized in. Attracting investment in the development of cooperation between urban and rural territories in EU countries is a type of inter-territorial, inter-municipal cooperation and is actively encouraged at local, regional, national, transnational levels, as it contributes to reducing the of territorial communities socio-economic development disproportions, especially in the "center- periphery" context, which is one of the objectives of European regional cohesion policy for 2021-2027 [Ошибка! Закладка не определена.].

The key documents that determine the vectors of formation of the Ukrainian regions economic development regulation policy in the context of globalization and the impact of decentralization changes, at various levels are international agreements, EU policy provisions, domestic legislation, cross-border agreements (Fig. 1).

At the national level the urgency of implementing the mechanism for improving the institutional support of the regions substantiate adopted strategic documents that ensure national and regional economic development and accompany the implementation of local self-government, decentralization and administrative-territorial reform.

The need to improve the institutional support of socio-economic development and to stimulate the involvement of capital in the development of the national economy is discussed in the draft of Sustainable Development Strategy of Ukraine by 2030 and the National Action Plan by 2020 for the implementation of the Strategy [16, 17], which set and establish the criteria for achieving the goals of sustainable development of regions, cities and communities in Ukraine based on the formation of improved institutional conditions. It is envisaged that an improved and specific institutional framework for stimulating the socio-economic development of the regions should be based on the goals and objectives of sustainable development.

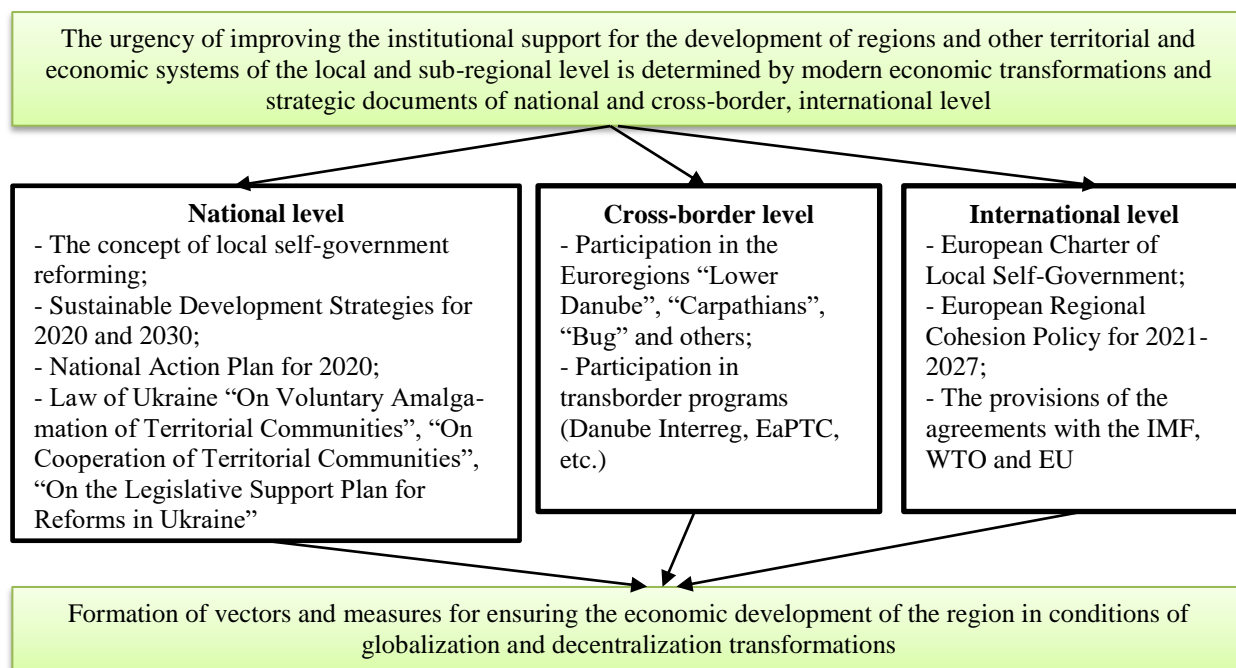


Fig. 1. Key documents defining the vectors of formation of the Ukrainian regions economic development regulation policy in the context of globalization and the impact of decentralization changes

It is also envisaged that the Sustainable Development Strategy of Ukraine by 2030 and the National Plan of Action by 2020, provided to their approval at the state level, may in the future become an effective tool for implementing the principles of balanced development in the regions and settlements of Ukraine by taking into account the main points in their strategies development [16, p.2]. In order to achieve the goals of the Sustainable Development Strategy in Ukraine, the institutional partnership tool (the first tool of Section 3 - Strategy Implementation) is used as one of the basic and effective measures [16, p.21].

The objectives, which directly or indirectly enhance the competitiveness of regional economic systems on the basis of improving the institutional environment, are defined both in the Sustainable Development Strategy by 2030 and in the National Action Plan by 2020 [16]:

- Ensure annual growth of gross domestic product in average at the level at least 4% for the period of 2016-2020, 6% for the period of 2021-2025 and 7% - for the period of 2026-2030 (p. 31) ;

- Promote a change in the structure of exports in the direction of growth of products and services with a high share of value added, in particular to increase the share of production of high-tech sectors of the economy to 15% by 2030 (p. 32);

- Achieve productivity growth in the economy through diversification, technical modernization, creation of incentives, including tax incentives, for innovation and job creation (p. 32);

- By 2030, intensify international cooperation with the aim to attract investment (p.51);

- By 2030, support through legislation and encourage the active participation of all people in social, economic and political life (p.58);

- By 2020, significantly increase the number of cities and towns that have adopted and implemented integrated strategies and plans for balanced spatial development (p. 70);

- By 2030, align strategies for the development of regions, cities and territorial communities with the Sustainable Development Strategy of Ukraine in order to ensure a harmonious combination of national, regional and local interests (p. 71);

- By 2030, ensure balanced and interconnected spatial development of cities and rural settlements and opportunities for integrated planning and management of settlements with the public (p. 71);

- Enhance international cooperation in the Black Sea region in order to conserve and balance the use of marine resources and to ensure that national commitments are properly implemented under international treaties and conventions (p. 94).

- Develop mechanisms and practices for the protection of Ukraine's national interests on the basis of deepening cooperation with international organizations (p. 102);

- Increase the efficiency of activities, accountability and responsibility of public authorities and local self-government through informatization of decision-making processes, provision of administrative services, gradual implementation of e-government at all levels of government (p. 108);

- Introduce mandatory mechanisms for broad public discussion of draft laws, plans for the development of territories and decisions of governmental bodies and local self-government, which are significant for the community and society in general, especially related to the possible negative impact on the environment, and implementation of these decisions (p. 110).

In the current context of decentralization reform, the issue of institutional support for effective socio-economic development of territories based on the balance of interests is one of the key problems. At the time of restructuring the system of public relations and approaches to the organization of the economic system in the territories of the basic level, the need for careful effective regulatory support makes itself felt both in the form of official institutional norms of vertical power government, useful and suitable for practical implementation, and in the form of an effective system of horizontal relationships in communities represented by the unofficial part of institutional support for socio-economic development of territories. The urgency of improving the system of institutional support for regional development is determined by the need for effective implementation of the provisions of the Concept of Local Government Reform in Ukraine [14]

With the same general legal support of the decentralization reform and the creation of voluntary united territorial communities for all settlements in the territory of Ukraine, the process of their formation in different centers is different, the activity of the population, the readiness for reforms and changes are unequal, the relationship between different sections of society regarding their interaction and cooperation to solve common problems is uneven. There are also gaps in the methodological support of strategizing, spatial planning of future communities, determination of vectors for their development and prospects for ensuring self-sufficiency of development. That is, the environment for the development of territorial communities and their institutional support is characterized by heterogeneity.

The concept of local self-government reforming, implemented through a number of key legislation acts (the Law of Ukraine "On voluntary amalgamation of territorial communities" [15], "On cooperation of territorial communities" [13], etc.), requires more detailed institutional and methodological support.

The Concepts section "Achieving an Optimal Allocation of Authority between local governments and executive authorities" considers that the main authority of the basic self-government bodies is to ensure local economic development (investment attraction, business development). That is, administrative, territorial and governmental powers are recognized as a tool for achieving high growth rates, not as an end in itself.

However, the realities of promoting decentralization reform indicate the activity only in the area of administrative and territorial transformation of communities in Ukraine, and economic efficiency is, in most cases, represented by best practices and dynamics of budgetary redistribution [18, 19].

Among the main tasks of decentralization reform in Ukraine [14] are following:

- improvement of the administrative and territorial structure through optimization, community enlargement at the basic level, with possible elimination (transformation) of districts;
- transfer and distribution of powers between the executive authorities giving the maximum priority to the basic level (principle of subsidiarity);
- creation of favorable and appropriate conditions for the economic development of territorial communities in order to ensure the proper exercise of their powers and functions;
- provision of qualitative and accessible public services with the maximum approximation to the population and in accordance with state standards.

From the point of view of ensuring the well-being of the population of the communities and improving the economic capacity, it is important to fulfill qualitatively the task No. 3 - creation of favorable and appropriate conditions for the economic development of territorial communities, for which regulatory measures and mechanisms for attracting new capital are necessary.

At the cross-border level, the relevance of the development and implementation of mechanisms for stimulating the investment activity of the regions, with particular emphasis on the basic level is explained by the participation of Ukraine in many associations with neighboring countries, in the accession to the neighborhood agreements and economic cooperation agreements. Effective implementation of such cooperation requires the application of specific solutions common to the territories and parties of the cooperation. In particular, the region of the Ukrainian Black Sea is characterized by participation in such a cross-border association as the Euroregion "Lower Danube", but the significant benefits and incentives in the

form of capital growth and its accumulation, improvement of the level of socio-economic development have not been achieved since 1998.

At the international level, the importance of introducing mechanisms to support the investment development of regions in the context of decentralization is determined by Ukraine's participation in economic exchange in globalized markets and the need to support the development of local specializations and benefits. Measures to stimulate economic development and attract investment in strategic markets are relevant in the following aspects:

- supporting the development of economic growth points and local segments of strategic markets that are anchored to baseline territories but involved in international exchange processes;
- offsetting Ukraine's negative balance of payments due to the development of high value added industries;
- effective implementation of internal economic reforms and obtaining financial assistance from the IMF, with further investment-oriented use of it.

The analysis of the majority of normative documents regulating the development of the economic system of the country at local, regional, national, cross-border and international levels revealed that the key problem for the institutional framework is its generalization, lack of specific mechanisms, instruments and measures of economic, organizational, tax, administrative, information impact, as well as methodological approaches to assessing the state of local, regional economic systems in the context of reform and to assessing the appropriateness of the application and effectiveness of certain regulatory measures. In accordance with the identified challenges, relevant for the national economy is a list of vectors for shaping the policy of stimulating economic development in the conditions of globalization and decentralization (Fig. 2).



Fig. 2 Vectors of policy formation to stimulate economic development in conditions of globalization and decentralization

In order to implement the mechanism of methodological support of the process of strategizing of regional investment development in the conditions of decentralization, it is proposed to apply the method of partnership, ie involvement of the public, the assets of UTC, management staff, experts from scientific institutions and public organizations in order to ensure the complexity of decisions, comprehensive coverage of stakeholders interests and taking into account the opinions of different segments of society.

In order to specify and ensure the implementation of the proposed vectors for shaping the policy of stimulating economic development in conditions of globalization and decentralization, the following measures of support of regional economic systems are advisable:

- the use of tax levers to support priority activities in the context of functional territories and by design, economic grounds;

- introduction of economic experiments to support the development of territorial-economic complexes that form certain functional communities or capable of realizing potentially promising areas of specialization;

- development and active use of unified approaches to the assessment and sound regulation of economic activity and development of regional economic systems (methodological approaches to assessing the capacity of communities and other functional entities, approaches to strategy, actualization of regional development strategies, determining the effectiveness of management decisions made).

Measures for tax support for socio-economic development in modern conditions, due to the impact of decentralization processes include not only standard preferential rates or other discounts that focus on reduced taxation, but provide for program-targeted planning at the local level in accordance with to the existing preconditions and advantages of the functional territory. In the part of local taxes and fees (single tax on entrepreneurs, real estate tax, land tax) there is a possibility of varying the rates of these taxes at the local level - at the decision of the Council of Local Deputies. On the one hand, such an opportunity entails certain corruption risks, unless the development of appropriate methodological recommendations and scientific support for the implementation of the process of tax regulation of the development of regional economic systems. On the other hand, in the presence of such methodological provisions and in applying a systematic approach to regulating the development of functional territories, it becomes possible to use local prerequisites for traditional specialization or smart specialization in order to further effectively promote local benefits to globalized open markets. Section 14 of the Tax Code of Ukraine [19] provides for the possibility of implementing local tax regulation, which is not explicitly stated or denied in the Code. However, there is no methodological support for such regulation.

Measures in the form of economic experiments are complex and involve a combined combination of economic, tax, administrative and information tools. A key benefit of this event is the creation of special favorable conditions for attracting investment in the development of territories without giving such territories special status, such as free economic zones. It is possible to establish the conditions of an economic experiment in a certain territory according to the Decrees of the President of Ukraine, which is much easier than the introduction of a free (special) economic zone, which requires the adoption of the relevant law, and the economic experiment does not carry as many risks and threats of unitary integrity of the state. Appropriate scientific support and methodological support for conducting local economic experiments in order to stimulate the development of functional territories in Ukraine in the basic version was developed by the scientists of the Institute of Market Problems and Economic and Environmental Research of the NAS of Ukraine, but needs introduction and further development. The first experience in conducting an economic experiment to stimulate the socio-economic development of the region's economy could be an example of supporting economic growth in the Ukrainian Transdanubia, for which the package of documents in the basic version of the Institute has already been prepared.

An important measure to ensure effective participation of the baselines in international economic exchange is the use of a strategic tool. To date, there are no uniform methodological guidelines for implementing sustainable development strategies for economic systems in grassroots communities, but the obligation to do so is one of the preconditions for community participation in the process of voluntary integration and in obtaining financial resources for prospective investments from the State Regional Development Fund. The availability of strategies developed using different methodological approaches, based on the implementation of foreign practices, which are often incomparable, in many united territorial communities makes it impossible to truly compare the performance and development indicators of such communities. Therefore, it is necessary to introduce a single, well-established integrated approach to the implementation of strategic-level socio-economic development of basic-level communities in the regions of Ukraine.

Conclusions and perspectives of further research. Based on the analysis of the existing institutional support for the sustainable development of the regions in the context of decentralization from the standpoint of compliance with the goals of effective use of local advantages of territories for participation in international economic exchange, it has been determined that the key directions of the implementation of regulatory policy in this direction should include:

- support of community cooperation and development of horizontal links for deepening the division of labor of functional territories with participation in the globalization processes;
- intensifying the use of financial support instruments to stimulate economic activity;
- application of the project approach to economic regulation at the level of functional territories;

- complementing the framework conditions of the decentralization process in Ukraine with specific methodological tools.

Measures for implementing these vectors of regulation of economic development in conditions of glocalization are real to apply due to the legislative changes that have taken place in the process of decentralization, but they require comprehensive scientific substantiation and methodological support, which form the prospect of further research.

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