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PROVIDING FEATURES OF UKRAINIAN REGIONS' FOREIGN ECONOMIC SECURITY

Summary. *The article highlights the concept of foreign economic security of the region. The main types of foreign economic activity are considered. Approaches to ensuring the foreign economic security of the country and the region are highlighted, which are very similar, but at the same time different. The peculiar "advantages of the regions" are substantiated, which should include: more efficient use of local resources; the possibility of better meeting the needs, improving the level and quality of life of the local community; formation and increase of social capital; establishing close contact and fruitful cooperation between regional government and entrepreneurship. Measures to protect regional interests in conducting international business activities are disclosed, they are divided into two groups: prohibitive and restrictive. The first group consists of such measures as the application of regional, technical regulations on imported goods, the fight against smuggling, the initiation of anti-dumping investigations, campaigns to form "consumer patriotism", import substitution. The second group of measures aimed at stimulating and developing the regional economy, which strengthens its position in geoeconomic competition, reduces its vulnerability to external shocks. The main*

ones are the formation of a positive geo-economic image of the region, the development and rationalization of export potential, the creation of an attractive investment climate and the promotion of foreign investment, strengthening the global competitiveness of the region. The main indicators that will allow assessing the level of foreign economic security of the region are systematized. The main tasks and threats to the foreign economic security of the regions are described.

Key words: *foreign economic security of the region, region, measures, approaches, export, import, indicators, threats.*

Problem Formulation. Peculiarities of Ukraine's participation in world integration processes and the impossibility of ensuring systemic integration with the European Union in the near future determine the urgency of introducing new models of international cooperation that would create conditions for the development of foreign economic relations and strengthen economic security. The model of structural integration within interregional cooperation as the initial stage of systemic integration of our country into the EU is the most acceptable in these conditions, as it involves strengthening the competitiveness of structural elements (sectors, industries) of each region based on deepening interregional ties and cross-border location [1, p. 24].

The structural transformations necessary for the implementation of this model of cooperation are to improve the quality of the constituent elements of regional socio-economic systems and the relationship between them and should be aimed at ensuring effective interaction with external systems and preserving the region's ability to reproduce internal and external threats. In these conditions, the role of the foreign economic component of economic security of the regions is growing, which determines the relevance of its assessment and determination of areas for strengthening.

Analysis of recent research and publications. The works of such domestic and foreign scientists are devoted to the problems of Ukrainian regions' foreign economic security: I. Babets [1], N. Vavdiyuk [2], Z. Gerasymchuk [2], L. Grigorova-Berenda [3], A. Zuev [4], U. Izard [5], S. Kaplatan [6], M. Kozik [7], P. Krugman [8], P. Kurmaev [9], F. Liszt [10], L. Myasnikova [4], J. Naisbit [11], M. Obstfeld [8], M. Oleksienko [12], O. Perenchuk [13], A. Smith [14], J. Stiglitz [15], N. Shatunova [16], L. Yaremko [17; 18] and others.

Main goal. Highlight the features of foreign economic security of the regions of Ukraine.

Presenting main material. The economic development of Ukraine and its regions significantly depends on the external environment: trends in the world economy, political and economic situation in the world, so the issue of foreign economic security becomes significant, which necessitates in-depth research of social and economic processes and phenomena, foreign economic security and impact on it positive and negative factors.

In order to ensure the economy and balance of the country's regions, it is necessary to develop their foreign economic relations [6, p. 43]. The main types of foreign economic activity are: foreign trade (export, import of goods, services); scientific, scientific and technical, production, educational and other cooperation with foreign economic entities; international financial and securities transactions; credit and settlement operations between subjects of foreign economic activity; joint business activities, including the establishment of joint ventures, joint business transactions, joint ownership of property; business activities related to the granting of licenses, patents, know-how, trademarks and other intangible property; organization and implementation of activities in the field of exhibitions, fairs, auctions, auctions, conferences, seminars and other similar events, which are carried out on a commercial basis; barter transactions; rental operations; operations on

purchase, sale, exchange of currency at currency auctions, exchanges, interbank foreign exchange market; work on a contractual basis of individuals; other types of foreign economic activity, not prohibited by current legislation [13, p. 421].

Approaches to ensuring the foreign economic security of the country and the region are very similar. This statement is based on the fact that from the point of view of functioning there is no fundamental difference between the national and regional economy. Both have common "rules of the game", there are no barriers to the movement of factors of production, the economic interests of the nation and the local community as a whole coincide. We can fully agree with the statement of P. Krugman (Nobel Laureate in 2008) and M. Obstfeld that "differences between countries and regions are not qualitative but quantitative. Both here and there the same driving forces operate, although in different proportions" [8]. The region can be considered as a small open economy.

Nevertheless, there are some differences in achieving the foreign economic security of the country and the region. They are due to their different political status, different opportunities to use administrative and financial levers of influence on socio-economic processes, the lack of "internal customs" between regions. These differences, of course, are not in favor of the region. Some scholars are skeptical about regional opportunities to pursue their own policies to ensure territorial foreign economic security. It seems to us that the regions, given their legal disability, still have significant means of counteracting foreign economic challenges. According to A. Boyan, rational regional policy "... is able to level the negatives of globalization processes and, at the same time, stimulate growth processes" [18, p. 45].

Z. V. Gerasymchuk and N. S. Vavdiyuk, without giving a direct definition of the essence of the concept of foreign economic security of the region, include it as a separate functional component in assessing the level of economic security of the region and use its characteristics as the level of foreign economic openness [2, p.

51]. According to the authors, the level of foreign economic security of the region reflects the possibility of ensuring high economic development of the region through the maximum use of advantages in international division and cooperation of labor, the ability to ensure a positive foreign trade balance in the long run [3, p. 41].

M. M. Oleksienko proposes to study the foreign economic security of the region solely on the basis of general theory of systems and consider it as a subsystem of international economic security, which aims to protect the economic interests of the region as a socio-economic system and a high level of foreign economic potential [12, p. 299].

L. A. Yaremko understands the foreign economic security of the region as the ability of the socio-economic system to protect its general and specific interests in the context of globalization, which include: 1) ensuring stable revenues of goods that are critical imports and absent in the country; 2) elimination of environmentally harmful effects of industry and urbanization; 3) overcoming the depression of the territory, the creation of labor-intensive industries in order to absorb persistent surpluses of labor [17, p. 100].

L. A. Yaremko's belief is based on the recognition of potentially high efficiency of regional management. Its source is a kind of "advantages of the regions", which include [18, p. 45]:

1) More efficient use of local resources. It is at the local level that there is a complete review and opportunities for effective application. Because, as Adam Smith noted, "... everyone, adapting to local conditions, can judge much better than any statesman or legislator would do instead of what kind of domestic industry to invest their capital in. and the product of which industry can give the greatest value" [14].

In addition, local productivity factors are formed. This is due to two processes - industrial agglomeration and urbanization. The first means the territorial

concentration of industrial enterprises due to the availability of raw materials, investment, labor resources. The second - the concentration of population in certain areas, the emergence of large cities and the growth of their importance in the economic and cultural life of society. They create the preconditions for the regionalization of socio-economic relations. The growth of regional productivity is achieved through the benefits of compact location of enterprises suppliers and users of resources, ancillary industries, the concentration of skilled and specialized labor in a particular area, and so on.

2) The possibility of better meeting the needs, improving the level and quality of life of the local community. The social priorities of regional development are: job creation, development of social infrastructure, social support of the population (outside state programs), attraction of investments in areas of stagnation, which are present in almost every region. In addition, local authorities provide the community with local consumer goods (personal safety, parks, cleanliness of the environment, etc.), which determine the comfort of living in the area. Moreover, these benefits are best adapted to local needs and preferences. Effective provision of them encourages the influx of citizens and staff into the region. Conversely, if their provision is unsatisfactory, citizens "vote with their feet", leaving the territory. This encourages regional and local authorities to improve the provision of the community with local public goods, which, among other things, increases the amount of rent and the total value of property in the community [15]. The socialization of regional development is exacerbated by two factors related to the market transformation of the post-Soviet economy. This is, firstly, the release of enterprises from a number of social responsibilities towards staff and their transfer to municipal and regional authorities. These are children's institutions, recreation centers, cultural institutions and more. Secondly, in the context of liberalization of socio-economic relations in the country, it is the regions that are responsible for social spending. It can be

argued that the regionalization of socio-economic processes contributes to better meeting the interests and needs of households, businesses and the community as a whole. It helps to increase real per capita income, which W. Izard considers perhaps the most important indicator of the success of regional integration [5].

3) Formation and increase of social capital. The term "social capital" has recently appeared in the literature. It is based on social ties, their qualitative characteristics - such as understanding, agreement and cooperation. Social capital can be defined as a set of informal values or norms that are shared by members of a group and make cooperation possible within that group. Its task is, above all, to build trust and harmony, on which a successful economy is based.

We share the opinion of L. Myasnikova and A. Zuev that it is at the meso level that the best conditions for the formation of social capital exist [4]. And this creates very favorable conditions not only for investment, but for business in general. J. Naisbitt draws attention to the existence of "regional differences" between people, which are expressed in a certain system of values, attitudes to life, in the formation of something like a "geographical" way of thinking [11]. This, of course, contributes to better understanding between the participants of the local economic process, the weakening of opportunistic behavior. This is one of the factors in the efficiency of the regional economy. After all, it is known that development is rooted in the social environment and success requires unity and cohesion of people. They are the fastest and best achieved at the regional level. The task is to strengthen the consolidation of social elements (interests) of members of the regional community. Social capital can be seen as a strategic resource of the nation.

Concluding the consideration of social capital, which is formed in the regional environment, we note its beneficial effect on the development of the territorial economic system. Perhaps the most important manifestation of this is the growth of

the quality of the business entity. This means that increasing social capital leads to increased economic efficiency.

4) Establishing close contact and fruitful cooperation between regional government and entrepreneurship. At the regional level, there are opportunities for ongoing relationships, often personal, between the administration and business representatives, through which the former learns about the urgent needs of the private sector. Officials are well aware of the connection between meeting business needs and the socio-economic situation in the region, and there is a real sense of common interests. This lays the foundation for effective business relations between territorial management institutions and entrepreneurs.

The success of regional economies in the context of globalization largely depends on the state and effectiveness of foreign economic relations. The international environment is aggressive and exposes global market operators to threats and dangers that can nullify the benefits of cross-border activities. This requires the regions to pursue a special policy to ensure foreign economic security, the development of measures to protect regional interests in conducting international business activities. Such measures can be divided into two groups: prohibitive and restrictive.

The first group consists of such measures as the application of regional technical regulations on imported goods, the fight against smuggling, the initiation of anti-dumping investigations, campaigns to form "consumer patriotism", import substitution

1. It should be noted that the WTO rules, which became mandatory with the accession of Ukraine to this organization, allow regional governments to use a number of tools to protect the internal market, counteract the receipt of substandard imports. These include the application of their own technical standards, technical regulations, certification, licensing, sanitary and phytosanitary measures, the

establishment of labor rules for foreign citizens - service providers. Their integrated use can significantly affect the parameters of regional imports.

2. Significant danger to regional economies is smuggling, which not only destroys local production, but also fills the market with low-quality and even harmful goods, including food and children's products. Border regions, on the territory of which external customs are located, can and should intensify activities to combat illegal imports of goods, strengthen the work of sanitary and veterinary services, consumer protection committees. After all, it is the regional communities that are the first to feel the negatives of smuggled imports.

It is known that in the arsenal of means of conquering foreign markets there is also price dumping. As practice shows, it is often used by foreign exporters, in particular in Ukraine. Such price pressure can "put on the shoulders" not only individual companies but also subsectors of the economy. This is especially dangerous for specialized regions, whose economies are literally based on certain types of production. Therefore, regional government and local self-government bodies, together with price committees and branches of the Antimonopoly Committee, must constantly monitor the price parameters of imports and initiate anti-dumping investigations, protecting their own producers [18, p. 47].

3. A certain effect of restraining the demand for imported goods and at the same time stimulating it on domestic ones can be carried out by actions to cultivate "consumer patriotism". Their holding has a long history, and one of the first to initiate them was the German economist F. Liszt (1789-1846), urging fellow citizens to buy domestic goods for the development of their own production. This was part of his concept of "industrial education of nations" [10]. Calls to "buy domestic" are occasionally heard in various countries, including developed ones, professing the ideology of free trade. We should also remember the slogan that was heard in Galicia at the beginning of the last century – "one's own to one's own". Its

promotion and implementation could help protect territories from foreign trade threats.

4. Sufficiently effective means of optimizing the import of goods is import substitution. This is especially important given the numerous threats posed by imports. However, it should be borne in mind that imports help to reduce production costs, because, as a rule, goods are imported with better price and quality parameters than those that are produced or can be produced in the country. Despite the ambiguity of opinions on its feasibility for Ukraine and its regions at this stage of development and for certain sectors of the economy, import substitution is beneficial. In particular, when it comes to the existing capacity in the country, which through modernization can be used to produce competitive products. This applies to food and light industry, extraction of certain resources (for example, coal to replace, at least in part, other imported energy), a number of subsectors of mechanical engineering. The task of halving the import quota of the country and regions in the future, replacing it with goods of own production, seems quite real.

The second group of measures aimed at stimulating and developing the regional economy, which strengthens its position in geoeconomic competition and reduces its vulnerability to external shocks, looks more effective and promising. The main ones, in our opinion, are the formation of a positive geo-economic image of the region, development and rationalization of export potential, creating an attractive investment climate and promoting foreign investment, strengthening the global competitiveness of the region. We describe them:

1. Successful integration of the region into the world economic space requires the formation of a positive geoeconomic image of the region. It is about creating a kind of "brand" of the territory, which will distinguish it from others and emphasize the important positive features that can interest foreign potential partners.

2. Specialists in international marketing believe that it is actually a sale of a specific product – “the region as a commodity.” Its feature is the presence of a set of consumer properties (values) that may be of interest to different groups of foreign consumers: buyers of goods and services, investors, tourists and others.

3. An important regional means of strengthening foreign economic security is the rationalization of export potential and, accordingly, the structure of exports. At present, the country and regions on the world market are represented mainly by raw materials and agricultural products. This group of products is characterized by fierce price competition and high sensitivity to market fluctuations. Moreover, they contain a small share of value added. The efforts of the regions should be aimed at the development of technologically intensive industries that produce products with a significant share of value added. The scientific and technical capabilities of the country allow it, and they must be used.

4. The development of countries with “catching up” economies require significant investments that cannot be provided at the expense of own resources. Attracting foreign capital can improve the situation. In conditions of significant competition between recipients, the regions should pursue a special policy to attract foreign investors. It includes two components: creating an attractive investment climate and bringing business information about the area to potential investors.

5. Synthesizing indicator of foreign economic security of the region is global competitiveness. In addition, it is the main means of achieving safe development of the territory. Therefore, community efforts should be aimed at strengthening the region's position in international economic competition. Without diminishing the importance of measures taken at the state level, in particular in terms of tax or innovation policy, it should be noted that the main steps must be taken on the ground. It is there that the main sources of competitive advantage are concentrated, which include the availability of skilled and specialized labor, a

functioning regional innovation system, large enterprises and transnational structures, foreign economically oriented clusters, and others [18, p. 49].

To assess the foreign economic security of the regions, use the method of calculating the level of economic security of Ukraine [1, p. 24], which will make some additions that will take into account the peculiarities of regional foreign trade and its qualitative characteristics. The methodology for calculating the level of economic security of the state includes the following indicators of the state of foreign economic security: 1) the share of imports in domestic consumption of the state; 2) the share of food imports in domestic consumption; 3) the share of raw materials and low degree of processing of exports in total exports of goods; 4) the share of the leading partner country in total foreign trade; 5) import-export coverage ratio; 6) the ratio of exports / imports to GDP [1, p. 24]. The first two indicators from this list should be used to assess economic security at the macro level, so the set of indicators of foreign economic security in the region will include only the 4th, 5th and 6th indicators.

In addition, to more accurately assess the level of foreign economic security of the region, indicators are used that will assess not only the quantitative characteristics of foreign economic activity, but also qualitative, as they take into account the scientific and technological component. Therefore, instead of the 3rd indicator, the following indicators are included: the share of high-tech products in exports (imports) of goods (the ratio of high-tech exports (imports) to total exports (imports) of goods); the share of exported products in the total volume of sold innovative products that are new to the market; coefficient of technological dependence (the ratio of imports and exports of high-tech products).

The main task of foreign economic security of regions is to monitor and assess internal and external threats, as well as forecasting the development of

situations related to the realization of a particular economic interest of the state, regions in world and domestic markets.

A threat is the danger of destroying any system, or the danger of inflicting more or less significant damage on it [16]. The main threats to the foreign economic security of the regions may be [3]:

- External threats: irrational export structure, import dependence and loss of domestic markets, foreign exchange outflows, terrorism and criminalization, inefficient growth of foreign capital, increase in external debt, limited access to foreign markets, struggle for natural resources.
- Internal threats: unfavorable political and legal climate, R&D funding, short value added, declining production of high-tech products, unstable investment activities, declining production, outflow of skilled workers, structural deformation of the economy, energy intensity of production, depreciation of fixed assets, shadowing and economy. underdeveloped infrastructure, deteriorating environmental conditions.

Foreign direct investment (FDI) usually accelerates the pace of innovative development of the region, promotes the activation of localization processes and the formation of network companies. However, the volume and dynamics of investment flows in the region directly depend on its investment attractiveness. In more attractive regions, investment projects are financed mainly by foreign investors and financial institutions, in less attractive - by budget funds and own funds of economic entities [6, p. 43].

For the sustainable development of the regions it is necessary to develop both exports and imports. These indicators are interdependent: if imports increase, exports also increase [9]. However, the focus should be on export development. Effective development of export activity requires increasing export potential, modernization of production by innovative means and organization of production of

a wide range of competitive products of both Ukrainian companies and leading foreign manufacturers, primarily in the field of electronics, electrical engineering, communications. This task can be solved through the use of fully established at the legislative level, for certain regions of Ukraine, special investment and innovation regimes, in particular by creating the necessary organizational and economic and legal conditions for innovation and venture funds, cluster and marketing companies, technology parks, regional and industry innovation companies [7, p. 139].

Conclusions. In order to develop and increase exports in the regions of Ukraine it is necessary to take the following measures: systematic work on the study and analysis of export potential of regions, as well as the dynamics of their competitive advantages, trends in trade and political situation and world market conditions to determine export priorities next year; monitoring and analysis of export activities of enterprises for timely identification and elimination of problems and obstacles to the development of these activities through effective support from government agencies; coordination of measures in the field of foreign economic activity, examination of draft laws and other legal documents in terms of their impact on the development of export activities of enterprises; coordination of measures to stimulate exports, which are provided by regional and state programs of economic development, their submission to the Verkhovna Rada of Ukraine simultaneously with the draft state budget.

The regions have sufficient potential for fruitful foreign economic activity, which can significantly accelerate their socio-economic development. The effectiveness of such activities largely depends on ensuring the foreign economic security of the region. Underestimating or ignoring it can cause significant damage, as we see today. The region has a number of prohibitive and restrictive and stimulating measures that can significantly reduce the risks of foreign economic activity, increase its efficiency. These measures should be applied systematically,

within the policy of foreign economic security of the territory. The success of this policy requires the creation of a unit within the regional government, which would take care of foreign economic security and global competitiveness.

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