

Секція 1

Підприємство як соціально-економічна система

INDICATORS OF THE SOCIAL DEVELOPMENT FACTOR OF THE REGION

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Recently, such a concept as the investment attractiveness of a region (IPR) has been increasingly encountered. Discussions about the meaning of this category and the determinants of it continue. This indicates the relevance and timeliness of this issue. The analysis of such discussions makes it possible to highlight the common thing that unites the opinions of all researchers of the predecessors, namely: they are all sure that one of the most important factors is the factor of social development of the region. The factor of social development of the region includes a list of indicators. Different scientists justify these sets in their own way.

According to the author, the most acceptable indicators that determine the factor of social development of the region is the list of indicators that is used in the "Methodology for assessing the work of central and local executive authorities to attract investment, implementation of measures to improve the investment climate in the relevant sectors of the economy, regions and the corresponding form report" [1].

Table 1 – The list of indicators of the social development factor of the region [1]

Commissioning of housing by developers of all forms of ownership, thousand m ² .
Wage arrears on average per 1 employee, \$.
The level of economic activity of the population aged 15-70, %.
Average monthly nominal wage of 1 full-time employee, \$.
Unemployment rate (according to the methodology of the International Labor Organization), %.
Employment rate of the unemployed registered population, %.
Graduation by higher educational institutions of I-II levels of accreditation, thousand people.
Graduation by higher educational institutions of III-IV levels of accreditation, thousand people.

Presented indicators (tbl 1) are open data that can be found in the public domain.

The calculation of indicators of the social sphere allows determining the provision of the region with labor resources, natural population growth, the level of quality of life and profitability of citizens, as well as the state of law and order in the region.

References:

1. Про затвердження Методики оцінювання роботи центральних і місцевих органів виконавчої влади щодо залучення інвестицій, здійснення заходів з поліпшення інвестиційного клімату у відповідних галузях економіки та регіонах і відповідної форми звіту: Наказ Міністерства економіки України від 17 липня 2006 р. No 245. Retrieved from <https://zakon.rada.gov.ua/laws/show/z0459-04#Text>

FINANCIAL ENSURING AS A GLOBAL LEADER OF SATISFACTION OF SOCIETY SOCIAL AND ECONOMIC NEEDS

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The effective operation of enterprises in the long term, ensuring high rates of their development and increasing competitiveness in the context of the transition to a market economy is largely determined by the level of their financial potential, the quality of management of their financial activities and the level of their financial ensuring.

Even in Porter's theory "FDI and the competitive superiority of the nation" financial ensuring is considered as a factor in the stable economic and social development of the state. In the same theory, M. Porter shows that the enterprise itself creates and maintains a competitive advantage and that the attractiveness of the country for investment depends on its financial ensuring [1-2].

The theory is based on a system of factors that together form the country's competitive attractiveness on world markets. Attractiveness, in turn, affects investment flows. Porter believed that if there are competitive enterprises that are attractive for investment, then they form competitive industries, and these, in turn, support the overall competitiveness and attractiveness of the state in world markets. So, we are talking about financial ensuring.

For any business entities in the real sector of the region's economy, it is important to be efficient, where financial resources occupy a significant place. It is investment resources that ensure the development of their own potential and the effective functioning of business entities. In the economic literature, there is no unified approach to the interpretation of the category of financial ensuring for investment activities. The content of this category should be related to market and time requirements. Today, the need for business entities for investment resources, in particular attracted, remains acute. Accordingly, there was a need for the interpretation of the category "financial ensuring of investment activities" [3].

Financial support, acting as one of the significant channels of cash flows in the production sphere, characterizes the ability of the financial system to form such economic relations between the subjects of the reproduction process regarding the movement of financial resources that will ensure the development of the economy necessary to guarantee national economic security, the fixed role of the country as