

JEL Classification M21

MODERN APPROACHES TO MANAGEMENT OF ENTERPRISES AT THE REGIONAL LEVEL

HNATKOVICH Oksana

Doctor of Economics, Professor of the Department of Socio-Cultural Management

Ivan Franko National University of Lviv

ORCID ID: <https://orcid.org/0000-0002-5447-2551>

Abstract. *The article examines modern approaches to managing the activities of Ukrainian enterprises at the regional level. The result of the study was a generalization of proposals regarding the strategic vision of management processes designed to improve the functioning of enterprises on the regional level. The significance of the study lies in the understanding of the need to unify the components of enterprise management at the regional level, which characterize it as a continuous and objective process carried out in Ukraine.*

Keywords: *management, enterprises, regional level, state, authorities, territories*

Establishing an effective management system of enterprises at the regional level is key in the system of state regional policy. The imbalance of regional development, which is observed today in the Ukrainian state, was the result of systemic miscalculations in the state's regional policy. In connection with this, the primary task of the state is the implementation of urgent reforms in the specified area and the adjustment of the currently implemented regional development policy in accordance with the requirements of Ukraine's European integration aspirations.

The **aim of the study** was to substantiation of the essence and features of management of Ukrainian enterprises at the regional level in modern conditions.

Methodology. The study of the modern approaches to management of enterprises

at the regional level was conducted on the basis of methods of analysis and synthesis. On the basis of the abstract-logical method in the article the generalization is made and the basic directions of improvement of management of regional development are offered. The method of monographic used when presenting consistent material related to the specified research topic.

The **result of the study** was a generalization of proposals regarding the strategic vision of management processes designed to improve the functioning of enterprises on the regional level. The significance of the study lies in the understanding of the need to unify the components of enterprise management at the regional level, which characterize it as a continuous and objective process carried out in Ukraine.

References

1. Kontsepsiya reformuvannya mistsevogo samovryaduvannya ta terytorialnoyi vlady v Ukraini. URL: <http://zakon5.rada.gov.ua/laws/show/333-2014-%D1%80> [in Ukraine]
2. On the principles of state regional policy: Law of Ukraine dated February 5. 2015 No. 156-VIII URL: <https://www.heritage.org/index/explore?u=637252256636651637>. [in Ukraine]
3. Berdanova O.V. (2017). Management of the development of united territorial communities on the basis of public participation [Upravlinnya rozvytkom ob"yednanykh terytorial'nykh hromad na zasadakh hromads'koyi uchasti]: training. manual / [O. V. Berdanova, V. M. Vakulenko, N. M. Hrynychuk, V. S. Koltun, V. S. Kuybida, A. F. Tkachuk]. K.: 129 p. [in Ukraine]
4. Yevseeva O.O. Areas of sustainable social development of Ukraine, URL: <http://www.sworld.com.ua/index.php/ru/economy-411/mechanism-of-regulation-of-the-economy-411/11094-411-0252> [in Ukraine]
5. Zhavoronkova H. V. Stratehichne upravlinnya rozvytkom rehionu [Strategic management of the development of the region]. URL: <http://ecobio.nau.edu.ua/index.php/IMV/article/view/2872> [in Ukraine]
6. Shubin (2020). Forecasting and macroeconomic planning in the system of public administration of the national economy: theory and practice: a monograph. Donetsk: DonNUET, 148p. [in Ukraine]
7. Hnatkovych O., Yasinovska I., Smolinska S., Smolinsky V. (2023). Modern approaches to Ukraine's regional development management. Volume15, Issue1. Special Issue: Ukraine: Geopolitical Realities and Regional Development Perspectives. February 2023. Pages 108-121 [in English]