

DETERMINATION OF SOCIO-ECONOMIC FACTORS OF ENTERPRISES ACCORDING TO THE LEVEL OF SUFFICIENCY OF REGIONAL RESOURCES

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The article presents the author's vision of the process of determination of social and economic factors influencing the level of sufficiency of regional resources. Based on the analysis of the current socio-economic state of the regions of Ukraine, the distribution of social and economic factors into two groups is proposed, "hard" and "soft" in terms of their impact on the level of resource sufficiency. "Hard" factors can be understood as factors that are measured quantitatively (land, labour, capital, the proximity of cooperation partners, infrastructure, structure, and consumption, taxes, management systems, subsidies and support programs). "Soft" factors are those factors that are quantitatively very difficult to measure (stability of the political situation and the public climate, qualification of employed, regional structure of the economy and individual enterprises, the quality of the education system and professional training of personnel, etc.).

It is characterized that for some specific regions, the factors that are characteristic for the specialization sectors, factors such as the level of concentration of production in this industry, the level of current competitiveness of the industry, the level of availability of raw materials of the operating industries, the level of availability of agricultural raw materials of the food industry, are of higher importance. The level of availability of skilled personnel of high-tech industries, comparative cost of labour for labour-intensive industries, comparative level of concentration of consumer demand in the region (for sectors oriented to regional markets)

It is summed up that any region cannot have an advantage over all factors. Each region has its own specific set of advantages, which makes it both economically and socially developed.