

THEORETICAL FOUNDATIONS OF THE CONCEPT OF STIMULATING SUSTAINABLE DEVELOPMENT OF REGIONS IN THE CONTEXT OF FINANCIAL SECURITY

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The theoretical aspects of the concept-category vehicle of the policy of stimulation of sustainable development of the region in the context of financial security are considered in the paper. Basic interpretations of the sustainable development of region are considered. The approaches to stimulate regional socio-ecological-economic systems through the prism of theories of motivation are discussed. The methods of estimation of stimulation of sustainable development of the region and the methods of estimation of sustainable development of region are offered. The policies to stimulate sustainable development of region are proposed.

Today, almost all countries, regardless of their socio-economic development have to make a decision, designed to overcome the socio-economic and environmental problems. The complexity of the situation, which is manifested in the social, economic, and environmental relations, threatens to become the lasting character. Economic downturn reduces employment, wealth, and consumption. At the same time, almost all countries, including Ukraine, are faced with very serious environmental challenges. In particular, climate change is an unprece-

dent environmental and economic threat that affects the security of society. Everything with greater frequency increasing conflicts in "society – economy – environment." In particular, these differences affect the whole of society on various levels of natural systems: global, national, regional, and local. Among all levels of society, the greatest threats are integral territorial entities with unique geographical and natural-resource potential, including emerging countries – regions. Under the influence of dangerous phenomena and processes regions lose internal resistance, disturbed their relatively sustained development.

A compound exit of the situation can be only in one case – the awareness of their responsibility for all processes in the region, as well as conscious impact on the region as a system to enhance regional capacity. Today, there is a need to stimulate sustainable development of the region by state and regional governments. Permanent systemic and systematic invigoration effect of various institutions (government ministries, agencies) on the situation in the regions can make the transition to sustainable regional development.