

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

ANALYSIS OF THE CONCEPTUAL FEATURES OF EXISTING METHODOLOGICAL APPROACHES TO ASSESSING THE COMPETITIVENESS OF THE REGION

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Regions are competitors in markets for sales, resources, population, business, there is a need to assess competitiveness. There are different approaches to assessing competitiveness.

The economic growth of the region can be ensured by realizing the creative potential of the representatives of the creative class, which, in turn, requires the territory of special conditions for the involvement of this group of residents through the creation of conditions for the development and capitalization of their own abilities

Approaches to regional competitiveness assessment can be based on different methods. The most commonly used methods are competitiveness factor analyze, using theoretical models, mixed indices calculation. Each method, with its advantages and disadvantages, can be used to measure competitiveness, but from different per-

spectives. The article analyzes the existing methodological approaches to assessing the competitiveness of the region, offered by domestic and foreign scientists, their advantages, deficiencies and conditions of application. It is established that the application of certain methods is based on the definition of economic factors that form a coherent indicator of the competitiveness of the region.

There is a sufficient number of techniques to allow to assess the competitiveness of the region. They are basically based on integral, index, statistical, vector, and mixed approaches. The determination of key factors directly influences the choice of calculation methodology. Therefore, further research will be devoted to substantiating the choice of factors that affect the assessment of the level of competitiveness of the region.