

THEORETICAL BASIS OF STRUCTURING OF INSTITUTIONAL IMPACTS ON SPATIAL FEATURE

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It was determined that the institutional environment has a direct impact on the economy and its branches and the main subject of analysis of the preconditions is the interaction of economic and institutional component. The theoretical and methodological approach were suggested for forming a conceptual model of adaptive management mechanism of the development of publishing and printing activities in the region. It was researched the essence of the economic content of the adaptive mechanism of development. The conceptual model was designed for adaptive management mechanism of publishing and printing activities in the region, characteristic feature of which compared to other approaches is the redistribution of management functions adaptation from the central level to the regional and direct participation of local authorities

in shaping adaptive mechanism through the creation and support of regions innovative institutions development. It was proposed to overcome the negative impact of the institutional environment on the economy of the region focusing on the following issues: identify and analyze the structural changes in the regional economy and define the impact on their institutional factors; extend the zone research of the impact of institutional factors on the economy, which is usually limited by consideration of the objective base of their action; pay special attention to the heterogeneity existing potential sectors; develop a single system that takes into account both regional and national development priorities; offer a total system approach to assess the impact of the institutional environment for economic development.