

METHODOLOGICAL BASIS OF SOCIAL AND ECONOMIC DEVELOPMENT OF SMALL TOWNS

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The article examines the processes of social development. Considerable attention is paid to the social and economic transformations in small towns. It substantiates the importance of small towns in the development of regional infrastructure. The normative and legislative bases, which promote the development of small towns, are considered. Identified gaps in the regulation of developmental processes.

The article analyzes the socio-economic condition of small towns. It describes the key problems of modern cities of Ukraine: the low level of industrial development, high unemployment, low level of output of innovative products, increase in migration, lack of relationship between government and business in the implementation of programs of development of small towns.

Given the situation of small cities of Ukraine it is proposed to review the strategic development plans at the level of regional

and local authorities. The main feature of the new approach is the use of methods for determining the uniqueness of the territories, the establishment of action teams to support infrastructure development.

The implementation of new approaches in regional management system should be subject to the sequential steps: definition of the mission and objectives, development of strategic plans, taking into account features of the city, carrying out a retrospective analysis of the development, assessment of own resources and prospects, ranking the problems in order of priority, definition of a set of measures to develop criteria for evaluating the effectiveness of strategic management of development of small towns, risk assessment, information and analytical support.

Recommended theoretical and methodological approaches may contribute to the improvement of management processes of strategic development of small towns.