

THE ROLE OF REGULATORY POLICY FOR THE PURPOSE OF ENSURING ACCUMULATION AND USING OF SYNTHESIZED CAPITAL OF REGION

Kolupaieva I.V.

Candidate of Economic Sciences, Associate Professor
Kharkov Trade and Economic Institute
Kyiv National University of Trade and Economics

Determining the importance of synthesized capital as a resource, which aggregates all intangible assets, gave reason to establish its role in the development of the region and to prove the need to implement regulatory policy to increase the efficiency of its accumulation and use.

Analysis of scientific literature has shown that regulatory policy is considered by researchers from the legal, state-management and economic point of view. On the basis of summarizing the existing definitions have been offered their own vision of regulatory policy as the direction of public policy and the way public governance implemented by state and local authorities as a synthesis of the administrative and economic methods of regulation in the form of systems, methods, techniques, methods, tools, principles and rules which acts through an appropriate mechanism based on institutions, through redistribution of managerial influence between regulatory authorities, public administration bodies and entities in various areas of economic activity and society, to ensure the effective state influence on social and economic development of the national economy.

The generalization of the main attributes of intellectual, social and human capital, which is the basis of the synthesized, allowed to identify the characteristics that are most reflected in it: knowledge, skills, abilities, experience, educational level, qualification and motivation. Thus, the decisive role of man as a carrier and knowledge generator was proved. The importance of social

ties and interaction has confirmed the need for knowledge to become synergistic in a developed region.

On the basis of the analysis of key characteristics of the synthesized capital, the main vectors of regulatory policy (use of appropriate levers) were determined in order to ensure the development of the region in the sphere of education, science, support of leading branches of the national economy.

As proposals for the use of the state regulatory policy for the formation of the synthesized capital of the country, it is proposed:

- Improving labor market regulation with a view to efficient distribution of synthesized capital and reducing the outflow of intellectual components;
- Generation of synthesized capital (redistribution between spheres, branches) to restore the competitiveness of production, which would be in line with EU standards;
- improvement of the quality of synthesized capital by creating a system of support for educational and scientific technologies;
- creation of conditions for capitalization of synthesized capital (capitalization of knowledge);
- creation of an effective mechanism for the formation of synthesized capital to ensure the implementation of the state economic policy;
- facilitating the creation of scientific platforms, centers (knowledge hubs, brain hubs, innovation centers, creative clusters, magnet cities) for the conversion of knowledge, intellectual development in value added (revenues).