

# THE METHOD OF STRATEGIC PLANNING OF THE REGIONAL SOCIO-ECONOMIC DEVELOPMENT (ON THE EXAMPLE OF KHARKIV REGION)

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Since the proclamation of independence of our state there has increased a competition between the regions of Ukraine. Regional authorities need to expand their powers, eliminate duplication, and focusing more on strategic management for the implementation of a successful and balanced development policy.

The search for effective methods of regional economic development determines the need for strategic planning at all levels of government. The study identified the social and economic condition of the region using SWOT-analysis and identified the strategic objectives of the Kharkiv region.

The most comprehensive and specific method of research, which is used in the strategic management of socio-economic development of the region is SWOT-analysis. This method allows you to systematically review the information on the conditions of existence of the territory and to provide relevant information so that it is useful for future planning and decision making. For our opinion, the main task of strategic analysis – is to find those strengths that provide a unique competitive advantage in

view of favourable external environment opportunities.

To date, taking into account the competitive advantages of modern challenges and risks of the Kharkiv region, it is necessary to pay attention to the following priorities in the development of integration processes: first, the acquisition of new properties of a metropolitan region and leadership functions in ensuring competitiveness and economic cohesion of Ukraine in the European integration vector; secondly, modernize and improve the availability of basic infrastructure subsystems and good things of life; and thirdly, energy security, energy independence of Ukraine.

For our opinion, the strategic planning of socio-economic development of the Kharkiv region should take into account features of the organization of strategic management of the socio-economic development of the regions of Ukraine as a whole. And strategic planning in public administration requires a focused and concerted effort to implement it effectively. Proper use of planning attaches to actions transparency, clarity and reasonableness of solutions.