

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

CONCEPTUAL MODEL OF ADAPTIVE MANAGEMENT MECHANISM FOR THE DEVELOPMENT OF PUBLISHING AND PRINTING ACTIVITIES IN THE REGIONS

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The theoretical and methodological approaches are suggested for forming a conceptual model of adaptive management mechanism for the development of publishing and printing activities in the region. It is researched the essence of the economic content of the adaptive mechanism of development. It is proved that in order to survive, adapt and develop in the market environment sector in the region should independently, efficiently and purposefully shape economic behaviour that focuses on the competitive market. The conceptual model is 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. Components of conceptual model are presented and analysed: institutional environment, adaptive mechanism of development, management and options for adaptation projects. The adaptive mechanism of publishing and printing activities in the region is based on a systemic approach with the use of modern control theory, due to the need to build a conceptual model and mechanism, which contains the following elements: algorithm, methods and management tools, forms of communication facilities management in the region and monitoring. Developed model allows creating measures to counter possible threats through institutional transformation, providing support for the effective functioning of the adaptive mechanism of regional management of publishing and printing activities and thus providing the conditions for sustainable development.