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#### «UKRAINE, BULGARIA, EU: ECONOMIC, TECHNICAL AND SOCIAL DEVELOPMENT TRENDS»

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#### СОДЕРЖАНИЕ СЕКЦИЯ 1. УПРАВЛЕНИЕ НАЦИОНАЛЬНОЙ ЭКОНОМИКОЙ И ЭКОНОМИКОЙ ПРЕДПРИЯТИЙ Бабий И. В., ст. преподаватель кафедры экономики, менедж-10 мента и администрирования, Хмельницкий национальный университет, Украина ПРИМЕНЕНИЕ ТЕХНОЛОГИИ «ТАЙНЫЙ ПОКУПАТЕЛЬ» ДЛЯ УКРЕПЛЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИ-ЯТИЙ Гавриш О.М., к.э.н., доцент кафедры менеджмента, Государ-13 ственный университет телекоммуникаций, Украина **АНТИКРИЗИСНОЕ** УПРАВЛЕНИЕ СПОСОБ КАК ПРЕДОТВРАЩЕНИЯ БАНКРОТСТВА ПРЕДПРИЯТИЯ Діброва А.Д., д.е.н., професор, Діброва Л.В., к.е.н., доцент, 16 Крилов Я.О., здобувач, Діброва М.А., аспірант, Національний університет біоресурсів і природокористування України, Україна КОНЦЕПТУАЛЬНІ ПІДХОДИ РОЗВИТКУ ТРАНСПОРТНО-ЛОГІСТИЧНОЇ ІНФРАСТРУКТУРИ ЕКСПОРТУ **3EPHA** УКРАЇНИ Жарікова О.Б., к.е.н., доцент кафедри банківської справи, **20** Пащенко О.В., к.е.н., доцент кафедри економічної теорії, Національний університет біоресурсів і природокористування України, Україна ЕФЕКТИВНІСТЬ ЗАСТОСУВАННЯ МАЛИХ ФОРМ БІЗНЕ-СУ В УКРАЇНІ: ПЕРСПЕКТИВИ ТА РОЗВИТОК Ivanko A.V., Doctor of Economic Sciences, Senior Researches 23 Separated Subdivision of National University of Life and Environmental Sciences «Nizhyn Agrotechnical Ukraine Ksenofontov M.M., Candidate of Economic Sciences, Senior Researches, NSC «Institute of Agrarian Economics», Ukraine STRATEGIC ASPECTS OF IMPLEMENTATION OF SOCIAL RESPONSIBILITY OF AGRICULTURAL ENTERPRISES OF UKRAINE Ihnatenko I., students, Yevtushenko A., students, Titenko Z.M., **26** Ph.D., Senior Lecturer, National University of Life and Environmental Sciences of Ukraine, Ukraine INVESTMENT PROVIDING AGRICULTURAL ENTERPRISES

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### DEVELOPMENT OF UKRAINIAN RURAL AREAS IN DECENTRALIZATION: OPPORTUNITIES AND RISKS

At the present stage of Ukraine's development as a democratic, social and legal state, the implementation of the decentralization of power reform plays an important role, which requires the improvement of the system of distribution of functions of central and local authorities in the creation of a new model of management of rural areas. It is in the context of the process of decentralization of power that new possibilities for building an effective system of territorial organization of power are emerging, based on the principles of subsidiarity, universality and financial self-sufficiency and the prospects of rural development, which manifests itself in organizing the creation of affordable social services in communities, adapting and building an effective form. the development of the agrarian sector, housing, communal, social infrastructure for all groups of the rural population, etc. [2].

Decentralization of the management system is the main socially significant transformational trend that currently determines the directions of social development of rural settlements in Ukraine. Modern decentralization changes in the country and its regions are carried out by activating self-government of territorial communities, which must clearly understand their own needs and the need to achieve balanced development of settlements, be sufficiently motivated in this regard as permanent residents of this territory and interested in economic growth and social uplift [3].

During 2014-2016, an institutional basis for decentralization changes has been created in Ukraine, the necessary legislative, regulatory, legal documents on the practical implementation of reforms aimed at budget decentralization, the transfer of powers from the executive to local self-government have been developed in order to increase its financial and operational capacity to decide on places of the task of providing vital functions of rural territorial communities.

A clear state policy aimed at supporting regional development should be. But in conditions where large powers and resources are transferred to places, there must be an active position and mutual responsibility of local self-government, local business and civil society for the development of their territory (Fig. 1) [1].

#### Main directions of development of rural areas in conditions of decentralization: coordinated policy on spatial development of infrastructure development. Predictable, acrural areas based on a territorial approach, cessible and stable financing of projects in this taking into account the standards of the EU regard is the wider use of partner relations and the member countries of the Organization between the public, private and public sectors, for Economic Cooperation and Development; planned, systematic and qualitative preparation of development projects; Source: formed effective management to ensure planning of the development of territories and communiresponsible business in promoting and ties, decentralization of power, development creating mechanisms for enhancing social of an effective system of local selfand corporate culture, business responsigovernment, approval of basic social standbility; ards: fair competition - producers' access to strong institutions for systematic educational, methfinancial and natural resources; odological and exploratory work on the decentralization of power in Ukraine, the development of a network of organizations, mechanisms and tools that facilitate the efficient work of private and public structures support of local initiative - orientation in rural areas, the maximum development of e-services

diversification of the rural economy and organization of production according to the European principles of family farms, small agricultural enterprises and private farms based on private property as the basis of the agrarian system of Ukraine, promotion of development of cooperative models and other modern forms of production organization, support of local producers, promotion expanding the range of production products and increasing the types of services provided.

of citizens in rural areas for early use

of potential of territories;

according to research results

for institutions and the rural population;

Fig. 1. Main directions of development of rural areas in conditions of decentralization

Residents of villages, representatives of local businesses should be involved as much as possible in the development of the territories where they live, to be active and to feel responsible for the future of their community.

But it is very important that the local self-government bodies also have an active role in solving all existing problems of the village [1]. Only together there

is an opportunity to provide intensive, integrated, systematic development of territories, aimed at creating jobs, and for improving the infrastructure, and hence - improving the living conditions in every populated area of the country, which is the ultimate goal of the reform of local self-government, decentralization.

Decentralization and the formation of united territorial communities first of all relate to rural, urban and urban, cities of community significance. As a result of the formation of united territorial communities, rural areas have the potential for convergence with urban areas for the first time, since in Ukraine, communities are formed where there are rural and urban settlements and where cities will have a direct impact on rural areas [4, 5]. Even purely rural, united territorial communities that are built around villages receive powers that were previously not specific to village councils and resources that are large enough to accelerate their growth if they are used with the highest efficiency.

At the time of development of conceptual foundations and strategy of development of rural settlements of Ukraine at the state level, taking into account the directions of reforming the territorial organization of power and the achievements of the world experience in stimulating local social and economic development.

In order to achieve sustainable development of rural areas in a context of decentralization, it is necessary to constantly seek and strengthen the benefits of individual territorial communities, to understand what community functions can and should evolve, impeding progress towards the goal, and how to remove obstacles.

Priority directions of development of rural territories require mobilization of all resources for achievement of the planned goals. All this can be achieved in full only on the condition of close cooperation and activity of the community of rural areas.

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