

ISSN 2029-2805 (print)
ISSN 2029-2813 (online)



STUDIJOS KINTANČIOJE VERSLO APLINKOJE

Straipsnių rinkinys

Vilnius
2025

STUDIJOS KINTANČIOJE VERSLO APLINKOJE

STUDIES IN A CHANGING BUSINESS ENVIRONMENT

Straipsnių rinkinys

Vilnius
2025

Mokslinis komitetas:

Pirmininkas:

Prof. dr. Rimantas Dapkus, Lietuvos regioninių tyrimų institutas, Vytauto Didžiojo universitetas, Kaunas, Lietuva

Nariai:

Dr. Paweł Dziekański, Jano Kochanowskio universitetas, Kelcai, Lenkija

Dr. Aksana Yarashynskaya, Bydgoščiaus mokslo ir technologijų universitetas, Bydgoščius, Lenkija

Prof. dr. Artūras Jukna, Vilniaus Gedimino technikos universitetas (VILNIUS TECH), Vilnius, Lietuva

Prof. dr. Inna Khovrak, Oxford Research, Oslo, Norvegija

Dr. Viktor Kozlovskij, Vilniaus kolegija, Vilnius, Lietuva

Dr. Tomasz Marcysiak, WSB Merito Universitetas, Torunė, Lenkija

Doc. dr. Olena Pimenova, Ekonomikos ir žmogiškųjų išteklių mokslų universitetas, Varšuva, Lenkija

Doc. dr. Piotr Prus, Bydgoščiaus mokslo ir technologijų universitetas, Bydgoščius, Lenkija

Prof. dr. Ilona Skačkauskienė, Vilniaus Gedimino technikos universitetas (VILNIUS TECH), Vilnius, Lietuva

Prof. dr. Aidas Vasilis Vasiliauskas, Generolo Jono Žemaičio Lietuvos karo akademija, Vilnius, Lietuva

Doc. dr. Gintautė Žibėnienė, Mykolo Romerio universitetas, Vilnius, Lietuva

Scientific Committee:

Chair:

Prof. Dr. Rimantas Dapkus, Lithuanian Regional Research Institute, Vytautas Magnus University, Kaunas, Lithuania

Members:

PhD. Dr. Paweł Dziekański, Jan Kochanowski University in Kielce, Kielce, Poland

Dr. Aksana Yarashynskaya, University of Science and Technology in Bydgoszcz, Poland

Prof. Dr. Artūras Jukna, Vilnius Gediminas Technical University (VILNIUS TECH), Vilnius, Lithuania

Prof. Dr. Inna Khovrak, Oxford Research, Oslo, Norway

Dr. Viktor Kozlovskij, Vilniaus kolegija/ Higher Education Institution, Vilnius, Lithuania

Dr. Tomasz Marcysiak, WSB Merito University, Toruń, Poland

Assoc. Prof. Dr. Olena Pimenova, The University of Economics and Human Sciences in Warsaw, Poland

Assoc. Prof. Dr. Piotr Prus, University of Science and Technology in Bydgoszcz, Poland

Prof. Dr. Ilona Skačkauskienė, Vilnius Gediminas Technical University (VILNIUS TECH), Vilnius, Lithuania

Prof. Dr. Aidas Vasilis Vasiliauskas, General Jonas Žemaitis Military Academy of Lithuania, Vilnius, Lithuania

Assoc. Prof. Dr. Gintautė Žibėnienė, Mykolas Romeris University, Vilnius, Lithuania

STUDIJS KINTANČIOJE VERSLO APLINKOJE

STUDIES IN A CHANGING BUSINESS ENVIRONMENT

Lietuvos ekonomikos dėstytojų asociacija, 2025 –184psl.

ISSN 2029-2805 (print)

ISSN 2029-2813 (online)

© Lietuvos ekonomikos dėstytojų asociacija, 2025

TURINYS

Pratarmė	5
The Synergy of Artificial Intelligence and Human Capital Driving Forces of Sustainable Economic Growth in the Digital Era	7
<i>Prof. Dr. Adam Baszyński (Adam Mickiewicz University in Poznań, Poland)</i>	
Climate Change Reporting According to the U.S. Securities and Exchange Commission	14
<i>Prof. Dr. Ryszard Kamiński (Adam Mickiewicz University in Poznań, Poland)</i>	
Information and Communication Technologies in Ensuring Digital Security in Higher Education Institutions Policies, Strategies, and International	20
<i>Ivan Khovrak (Kremenchuk Mykhailo Ostrohradskyi National University, Ukraine)</i>	
Baltijos šalių fiskalinė drausmė ir ekonominės tendencijos ES kontekste	31
<i>Dr. Viktor Kozlovskij, Semen Burmistrov (Vilniaus kolegija)</i>	
Digitalization of Logistic Processes in Manufacturing Companies	39
<i>Dr. Laima Skauronė, dr. Deimena Montvydaitė (Panevėžio kolegija / State Higher Education Institution, Lithuania)</i>	
Management of Resource and Information Processes in Enterprises for the Development of an Inclusive Space	49
<i>Prof. Dr. Oksana Polinkevych (Lutsk National Technical University, Ukraine)</i>	
Baltijos šalių išmaniojo augimo dinamika ES kontekste	57
<i>Dr. Viktor Kozlovskij (Vilniaus kolegija)</i>	
Pressure Cooker as Model for Sustainability Education	64
<i>Saulius Buivys (Rotterdam Business School, The Netherlands), Assoc. Prof. Dr. Gintautė Žibėnienė (Vilniaus kolegija / Higher Education Institution, Lithuania)</i>	
Factors of Competitiveness of Regions in Ensuring the Post-War Development of Ukraine	71
<i>Dr. Olesya Hryhoryeva, Dr. Svitlana Kulakova (National University «Yuri Kondratyuk Poltava Polytechnic», Poltava, Ukraine)</i>	
Žalioji tiekimo grandinė tvarumas ir inovacijos logistikoje	79
<i>Jūratė Leonavičienė, Eglė Gotautienė (Klaipėdos valstybinė kolegija)</i>	
Balancing Sustainability and Consumer Expectations in Packaging	87
<i>Dr. Rūta Petrauskienė (Kauno kolegija / Higher Education Institution, Lithuania)</i>	
Sustainable Cities in the Context of Climate Change: An Analysis of Innovation, Policy and Practice	94
<i>Vaiva Mickevičienė, Inga Piščikienė, Indrė Sprogytė-Bredelienė (Vilniaus kolegija / Higher Education Institution, Lithuania)</i>	

FACTORS OF COMPETITIVENESS OF REGIONS IN ENSURING THE POST-WAR DEVELOPMENT OF UKRAINE

Dr. Olesya Hryhoryeva

Dr. Svitlana Kulakova

National University «Yuri Kondratyuk Poltava Polytechnic», Ukraine

Annotation

The article considers the main approaches to the formation of factors ensuring the competitiveness of regions, classifies factors depending on the strength of their influence on the competitiveness indicator and cluster of regions of Ukraine, and highlights the peculiarities of the formation of factors of regional competitiveness during the post-war reconstruction of the country.

Key words: competitiveness, region, competitiveness factors, influence of factors.

INTRODUCTION

The competitiveness of regions is a determining factor in ensuring their economic growth and sustainable development, improving the quality of life of the population and their social protection. The competitiveness of the region is formed through joint actions of government and local authorities, business and society and is ensured by attracting investments in the development of the region, increasing the quantitative and qualitative indicators of the economy, social development, etc.

War against Ukraine, unleashed by the aggressor country, significantly influenced the formation and significance of factors that determine the competitiveness of the regions of Ukraine, set new priorities and revealed new aspects of ensuring the competitive advantages of the regions of Ukraine. Therefore, the study of factors that affect the competitiveness of regions and the determination of their role in the process of ensuring the post-war recovery of the country is relevant. The problem is that the war in Ukraine resulted in a critical deterioration of the situation in the demographic, economic, social, and environmental spheres in all regions of the country without exception, and sectoral and regional disparities have acquired unprecedented proportions. Therefore, the study, analysis, and determination of factors that will determine the competitiveness of the regions of Ukraine during the post-war recovery of the country is the purpose of this article. To achieve this goal, the following tasks should be consistently solved: to study modern scientific opinions on the selected category of research; to analyze the factors that determined the competitiveness of the country's regions before the start of the full-scale invasion and solving the tasks of ensuring the country's sustainable development; to offer own vision of the formation of the competitiveness of regions and the factors that will determine it after the end of the war and the beginning of the reconstruction of the state. Taking into account the above, the object of the study is the competitiveness of the regions of Ukraine and the factors that determine it. The article uses theoretical level tools as a research methodology.

1. LITERATURE REVIEW

The scientific community has developed a stable and generally recognized opinion on the decisive role of regional competitiveness in ensuring sustainable development and long-term economic growth of any territory [2, 3, 4, 7, 8, etc.]. This concept acts as a fundamental factor that contributes to the rational use and balanced combination of financial, material, human and technological resources. It forms the basis for stimulating healthy economic competition, which has a positive impact both at the national level and in the context of the global economy. As a result, conditions

are created for accelerating economic development, introducing innovative technologies and improving the quality of life of the population within a certain region. The overall dynamics of such processes becomes an important basis for balanced development, encompassing economic efficiency, social well-being and environmental sustainability.

The concept of regional competitiveness is mainly aimed at analyzing the geographical and economic features of certain territories. In modern economic science, a significant place is occupied by the theory of Michael Porter, who is focused on the study of the competitive advantages of countries [16]. However, in his research, Porter pays more attention to the very nature of competition and its key aspects than directly to competitiveness. His approach emphasizes that a high level of regional competitiveness largely depends on technological progress, the ability to adapt production and marketing methods, as well as on the implementation of globalization strategies that provide competitive advantage. Despite the importance of these factors for the formation of regional competitiveness, they describe the favorable conditions for its achievement rather than providing a deep understanding of its essence.

Defining the concept of territorial competitiveness remains a difficult task, which generates numerous discussions and contradictions regarding its determining factors, and complicates the creation of a single and comprehensive approach to its understanding. Scientific research on regional competitiveness mostly focuses on two main approaches. The first approach considers this phenomenon as a set of factors and determinants aimed at increasing the overall productivity and competitiveness of the state within the global economy [14, 17]. In this case, attention is focused on macroeconomic processes and their impact on the functioning of regional systems. At the same time, the second approach offers a more integrative view, treating regional competitiveness as a key tool for improving the well-being of the population at the local level. This direction extends beyond the economic sphere, but also includes issues of social harmony, fair distribution of resources and environmental protection [1, 6, 10, 12]. The synergistic interaction of these elements forms the basis for ensuring the long-term, stable and harmonious development of the region, which meets modern challenges in the context of global interdependence.

Such multifacetedness complicates the creation of a single interpretation of the concept and makes its reductive or highly specialized understanding impossible.

Foreign scientists in their research focus on the relationship between the gradual growth of value and the expansion of cooperation, which serves as the basis for the introduction of innovative high-tech products [3, 4, 7, 12, 13]. Their work emphasizes the strategic importance of increasing technological capacity, modernizing production processes, optimizing marketing tools and applying other progressive methods aimed at strengthening the management potential of regional clusters. Such work directly affects the strengthening of regional development potential and creating prerequisites for economic growth [7].

Regional competitiveness, although still associated with economic performance indicators, is increasingly being assessed through the prism of the resource potential of the local business environment [5]. The main components of this analysis are indicators of human capital development, innovation potential and the level of infrastructure provision. These elements significantly affect the region's ability to form competitive advantages, especially in fast-growing industries. At the same time, external factors are also of great importance: attracting highly qualified specialists, forming a positive cultural environment and supporting multi-vector development. Such aspects contribute not only to strengthening the positions of local business, but also to the overall increase in the attractiveness of the region. In the modern context, the emphasis is increasingly shifting from tangible assets to intangible resources, such as knowledge, innovation and environmental sustainability.

Contrary to traditional approaches that emphasize the role of physical capital, the theory of endogenous growth emphasizes the key importance of knowledge for economic development and productivity growth [3]. This approach provides a deeper perspective on the mechanisms of economic progress through endogenous growth models that are gaining popularity in modern academic circles. The main idea of this theory is that the accumulation of knowledge – through the

development of human capital or the introduction of technological innovations – is crucial for the pace of economic development. In this context, endogeneity reflects the importance of internal resources and capabilities of the economy, which are able to ensure sustainable development without significant dependence on external factors.

At the current stage of development, the need for an in-depth and multidimensional analysis of the mechanisms and factors that shape the models of economic growth of regions is becoming increasingly urgent [16]. This complex process involves not only the development of adaptive development strategies and the targeted implementation of educational and socio-economic initiatives, but also a deep study of the characteristics of each individual region. This approach allows creating favorable conditions for increasing their competitiveness. In this context, a comparative analysis of the competitive advantages of regions becomes of key importance, which acts as the main tool for assessing the effectiveness of implemented strategies. In particular, it becomes an integral part of the process of identifying innovative approaches to stimulating regional development, and also contributes to the effective use of local potential.

Research into the development and strengthening of the competitiveness of regions of Ukraine in the context of martial law and post-war reconstruction is of exceptional importance due to the unique conditions caused by large-scale socio-economic, political and security challenges. The armed conflict led to massive destruction of infrastructure, significant losses of industrial and economic potential, mass resettlement of citizens and the need to reassess national and regional economic priorities. These transformations create a new reality for the functioning of the regional economy, which is significantly different from the peace period, which requires a deep revision of established approaches to assessing the competitiveness of regions and the development of specialized methodologies adapted to crisis conditions and rapid reconstruction [2, 7].

It is appropriate to study the experience of European countries that have overcome the consequences of armed conflicts. However, the full transfer of their approaches to Ukrainian realities is unlikely due to the difference in historical conditions, economic structure and scale of problems [10]. Ukraine faces unique challenges: the need to simultaneously resist military aggression, integrate millions of internally displaced persons, address the energy crisis and eliminate damage to critical infrastructure. This creates an extremely complex context for making effective management decisions.

The situation is further complicated by the specifics of the Ukrainian economy, in particular its low diversification, dependence on external finance and the peculiarities of the regulatory environment, which has no direct European analogues [15]. Despite this, selective application of European practices can be useful. For example, financial instruments to support regional development can strengthen the role of local budgets in recovery processes. The introduction of digital technologies increases the efficiency of resource management and contributes to cost reduction. The principles of sustainable development can become the basis for creating viable economic structures at the regional level [5, 6, 16].

Thus, as evidenced by a review of the scientific literature, there are quite significant differences in the definition and interpretation of the content of factors that shape the competitiveness of regions depending on the current situation. Let us consider the determining factors that, in our opinion, shaped the competitiveness of the regions of Ukraine before the start of the war in 2022 and the change in their importance and influence as a result of the armed aggression of a neighboring country.

2. ASSESSMENT OF COMPETITIVENESS FACTORS OF REGIONS OF UKRAINE

Summarizing scientific approaches to defining the concept of regional competitiveness, it can be noted that it is formed as a result of the influence of a large number of factors, the total expression of which determines either the competitive advantages or the competitive lag of the regional system compared to its analogues in a specific type of market at a given time.

It should be noted that the factors shaping the competitiveness of the region can be conditionally divided into two large groups:

- those that have a positive impact (production growth; investment inflows; compliance of the structure of the regional economy with the level of the technological process; quality of management of the region's economy; internal demand for its products;
- those that have a negative impact (unfair competition; privatization costs; negative image of the region; criminalization of regional management; state of the business environment).

Depending on the stage of formation, competitive advantage factors can be conditionally divided into three groups:

- those that reflect the natural properties of the region and its ability to compete;
- factors of competitive advantages created by the region during evolutionary development (acquired properties), reflecting the ability to be competitive;
- conditions have been created for the effective implementation of the natural and acquired properties of the region.

No less important in assessing the impact of factors on the integrated competitiveness indicator, in our opinion, is the division of factors into those that are measured quantitatively and those factors that have a qualitative (from the point of view of assessing the impact, complex and mostly evaluative) impact on the competitiveness indicator. The first category includes factors that:

- a) focused on production resources (land, labor, capital);
- b) focused on production and sales of products (proximity of cooperation partners, infrastructure, population structure and consumption);
- c) established by the state (taxes, management system, subsidies and support programs).

Qualitative factors with an estimated impact on the competitiveness indicator include:

- stability of the political situation;
- stability of the social climate;
- qualifications of employees;
- regional structure of the economy and individual enterprises;
- the quality of the education system and professional training of personnel;
- equipping the region with universities, technology centers, and research institutions;
- the presence of factors focused on the production of services (economic and tax consulting, advertising, marketing);
- the attitude to the economy of the main actors of the region (enterprises and unions of entrepreneurs, persons working as hired labor and trade unions, municipal and regional administrations, politicians);
- quality of life in the region (quality of housing, environmental situation, cultural and recreational opportunities, etc.).

In our opinion, the following generalized combination of groupings of factors that determine the competitiveness of regions is appropriate and indicative:

- natural properties of the region (natural resources and anthropological load; geopolitical location of the region);
- acquired properties of the region (level of higher education and professional training; efficiency of the goods market; efficiency of the labor market; level of development of the financial market; technological readiness of enterprises in the region; level of business development; innovative activity of enterprises in the region);
- possibilities of using available resources (functioning of public and private institutions; level of development of transport infrastructure; level of development of healthcare and primary education).

For each of the listed groups, groups of factors can be distinguished according to the strength of their influence on the formation of the region's competitiveness in their formal assessment according to the integral indicator of the competitiveness index. In our opinion, 4 such groups can be distinguished:

Level I – factors that exert a determining influence;

Level II – those that exert a moderate influence;

Level III – those that have a minor impact;

Level IV – those that, under certain conditions, have a negative impact on the competitiveness of the region.

It should also be taken into account that the regions of the country are at different levels of socio-economic development due to their own economic and political history, resource and factor characteristics, business, socio-cultural traditions and regional mentality. Therefore, to assess the factors affecting the competitiveness of regions, it is necessary to cluster regions according to certain characteristics. In our opinion, in the pre-war period, it was advisable to cluster the regions of Ukraine according to the indicator of gross regional product per capita of the region's population and, as a result of this approach, to form III clusters: with high, medium and low levels of economic and social development, respectively.

It is quite obvious that the war significantly changes the approaches to assessing the competitiveness factors of the regions of Ukraine. Moreover, it is not advisable to conduct such an assessment before its end, because at present it is not possible to determine the initial conditions of the situation of any region of the country. However, it is already clear which factors will be decisive in assessing the competitiveness of the regions of Ukraine after the end of the war and the post-war development of the country.

In our opinion, the country's regions should be divided into clusters depending on the integral indicator of war losses. The factors that will influence its value are: the number and the degree of damage to civilian, economic, social and critical infrastructure; regional security (mined territory); population outflow from the region and the possibilities for its return; the development potential of the region in terms of its geographical location and available natural resources. A generalizing indicator for clustering regions can be the indicator of the cost of restoration of 1 km² of the region's area, and regions by cluster should also be divided into regions with high, medium and low costs for restoration. Factors of competitiveness of regions of Ukraine before and after the start of the war, assessed by their importance, are presented in Table 1.

Table 1. Regional competitiveness factors

Qualitative characteristics of the cluster		The name of the factor	
<i>before the war</i>	<i>post-war recovery</i>	<i>before the war</i>	<i>post-war recovery</i>
<i>And cluster (high level of economic development, high level of social development)</i>	<i>And cluster (high level of recovery costs)</i>	<p>And level (factors of determining influence): Efficiency of the labor market Higher education and professional training Innovations</p> <p>II level (factors of moderate influence): Health care and primary education</p> <p>IV level (factors of negative impact): The level of development of the financial market Level of business development Product market efficiency Equipment with new technologies Transport infrastructure and communication State and public institutions Provision of mineral resources</p>	<p>And level (factors of determining influence): State financing of the restoration of territories The volume of attracted foreign investments in the restoration of territories, The level of security of the region The presence of the development potential of the regions Equipping with new technologies</p> <p>II level (factors of moderate influence): Development of a state strategy for the restoration of territories Restoration of connections with other regions of the country</p> <p>IV level (factors of negative impact): Absence or significant damage of civil, economic, social, critical infrastructure objects Demography Social protection</p>

<p>Cluster II (middle level of economic development, middle level of social development)</p>	<p>And And cluster (middle level of recovery costs)</p>	<p>And level (factors of determining influence): Product market efficiency Higher education and professional training Transport infrastructure and communication</p> <p>IV level (factors of negative impact): Level of business development Innovations Provision of mineral resources State and public institutions Equipment with new technologies Health care and primary education The level of development of the financial market Efficiency of the labor market</p>	<p>And level (factors of determining influence): Public funding and investment in the restoration of damaged infrastructure Creation of new jobs Innovation Development of available natural resources</p> <p>II level (factors of moderate influence): Product market efficiency Higher education and professional training Transport infrastructure and communication Health care The level of development of the financial market</p> <p>III level (factors of minor influence): State and public institutions</p> <p>IV level (factors of negative impact): Deficit of working population A significant number of the population is older than the working age</p>
<p>III cluster (low level of economic development, middle level of social development)</p>	<p>III cluster (low level of recovery costs)</p>	<p>II level (factors of moderate influence): Higher education and professional training Equipment with new technologies</p> <p>III level (factors of minor influence): Transport infrastructure and communication Product market efficiency State and public institutions Level of business development</p> <p>IV level (factors of negative impact): Innovations The level of development of the financial market Health care and primary education Efficiency of the labor market Provision of mineral resources</p>	<p>And level (factors of determining influence): Development of the regional development concept Ecology Geographical location Availability of labor resources</p> <p>II level (factors of moderate influence): Equipping with new technologies Health care State and public institutions Higher education and professional training</p> <p>III level (factors of minor influence): Transport infrastructure and communication Product market efficiency Level of business development</p> <p>IV level (factors of negative impact): Shortage of highly qualified labor resources Quality and standard of living significantly lagging behind the European level Lower cost of labor compared to developed countries</p>

CONCLUSIONS

1. Sustainable development of the country is impossible without economic growth and social stability of its regions. The main areas of ensuring competitiveness at the regional level are: strengthening the region's place in the territorial division of labor and inter-district integration; attracting domestic and foreign investors to implement programs for the placement and territorial organization of productive forces; strengthening the region's foreign economic potential and expanding the segment of the world market it occupies; implementing structural restructuring of the economy and increasing the share of competitive products of the region in the total volume of production; improvement and development of the region's production infrastructure as the most important condition for rationalizing the movement of goods and accelerating the turnover of material resources for reproduction; strengthening the financial, credit and budgetary systems of the region; solving the problem of forming and developing a system of regional markets and creating conditions for their reliable functioning.

2. At the same time, after the end of the war, Ukraine must form its own model for the development of regional competitiveness, taking into account all the unique challenges that the state has to face. This model must integrate not only economic aspects, but also mechanisms for ensuring national security. Such an approach will contribute to the creation of a holistic and adaptive system of regional competitiveness that would effectively respond to economic and security challenges and ensure the country's strategic stability in the context of global crises and uncertainties. In the context of modern challenges that have arisen for the regions of Ukraine as a result of the war and the need to restore the economy in the post-war period, the development of an integrated approach to their sustainable development is of particular importance. The key to this process is the formulation of systemic conceptual principles, the introduction of effective tools and the development of applied mechanisms that will ensure the adaptation of the economic systems of the regions to new conditions, taking into account existing risks and potential opportunities. This adaptation is intended not only to ensure timely resolution of urgent problems, but also to create a solid foundation for long-term socio-economic development.

List of references

1. Andryshyn, V. (2023). Regional Competitiveness under the Conditions of Marital State. *Economy and Society*, (56). <https://doi.org/10.32782/2524-0072/2023-56-46>
2. Borsekova, K., Korony, S. & Nijkamp, P. (2021). Traces of the iron curtain: a multivariate analysis of regional cohesion in Europe. *Socio-Economic Planning Sciences*, 78, 101040. <https://doi.org/10.1016/j.seps.2021.101040>.
3. Bristow, G. (2015). *Critical reflections on regional competitiveness: Theory, policy, practice*. Routledge.
4. Grassia, MG, Marino, M., Mazza, R., Misuraca, M., Zavarrone, E., & Friel, M. (2022). Regional competitiveness: A structural-based topic analysis on recent literature. *Social Indicators Research*, 173, 83–108. <https://doi.org/10.1007/s11205-022-02951-4>
5. Ivanov, SM (2023). Comparative Assessment of Certain Regions of Ukraine Development Effectiveness Using Data Envelopment Analysis. *Visnyk economic science Ukrainy*, 1 (44), pp . 13-23. [https://doi.org/10.37405/1729-7206.2023.1\(44\).13-23](https://doi.org/10.37405/1729-7206.2023.1(44).13-23)
6. Keretsman, N. (2023). Ways to increase the competitiveness of territorial communities in the process of the country's recovery in the post-war period. *Ukrainian Journal of Applied Economics and Technology*. 1 (8). 1, year 346 – 350. <https://doi.org/10.36887/2524-0455-2019-2-1>
7. Kouskoura, A., Kalliontzi, E., Skalkos, D., & Bakouros, I. (2024). Assessing the key factors measuring regional competitiveness. *Sustainability*, 16, 2574. <https://doi.org/10.3390/su16062574>
8. Kovacic, A. (2017). *Europe, competitiveness and sustainable development*. LAP LAMBERT Academic Publishing. 300 p.
9. Liba, N., & Pugachevska, K. (2022). Factors for Forming the Competitiveness of the Economy at the Regional Level. *Problems of Modern Transformations. Series: Economics and Management* , (6). <https://doi.org/10.54929/2786-5738-2022-6-05-02>

10. Lipentsev, AV, & Beltiukov, RO (2024). Approaches to understanding the competitiveness of regions in the development of the economy: a comparative analysis of the countries of Europe and Ukraine. *Efficiency of Public Administration*, 1 (78/79), 15–21. <https://doi.org/10.36930/507802>
11. Luniova, T. (2022). Assessment of the Competitiveness of Ukraine's National Economy: A Rating Approach. *Economic Space*, (181), 38-42. <https://doi.org/10.32782/2224-6282/181-6>
12. Mann, R., & Ohorodnikov, V. (2022). Competitiveness of the Region: Strategic Guidelines for the Development of the Regions of Ukraine. *Scientific Works of Interregional Academy of Personnel Management. Economic Sciences*, (67). <https://doi.org/10.32689/2523-4536/67-10>
13. McCann, P. & Ortega- Argilés, R. (2016). The early experience of smart specialization implementation in EU cohesion policy. *European Planning Studies*, 24(8), 1407-1427.
14. Palinchak, M., Tsalan, M., Brenzovych, K., Kucher, A., Kajánek, T., & Grešš, M. (2021). Competitiveness as the Basis of EU Regional Policy: Smart Specialization and Sustainability. *European Journal of Sustainable Development*, 10(4), 227-239. <https://doi.org/10.14207/ejsd.2021.v10n4p227>
15. Podzizei, O., & Shmatkovska, T. (2023). Theoretical principles of restoration of the competitiveness of territorial communities and regions. *Galician economy journal*, (82), 12-18. https://doi.org/10.33108/galicianvisnyk_tntu2023.03.012
16. Porter Michael E. *Competition in Global Industries*. Harvard Business School. Hard cover. 1986. 250 p.
17. Pugachevska, K., & Feier, O. (2023). Competitiveness of the Regional Economy: Approaches this Assessment. *Economy and Society*, (55). <https://doi.org/10.32782/2524-0072/2023-55-89>

UKRAINOS REGIONŲ KONKURENCINGUMO VEIKSNIAI UŽTIKRINANT POKARINĘ PLĖTRĄ

Santrauka

Straipsnyje nagrinėjami pagrindiniai požiūriai į regionų konkurencingumą užtikrinančių veiksnių formavimąsi. Veiksniai klasifikuojami pagal jų įtakos Ukrainos regionų konkurencingumo rodikliui ir jų klasterių formavimuisi stiprumą ir išryškinami regionų konkurencingumo veiksnių struktūros pokarinio šalies atkūrimo laikotarpiu ypatumai.

Pagrindiniai žodžiai: konkurencingumas, regionas, konkurencingumo veiksniai, veiksnių įtaka.