UDC 332.14(477.64) JEL Classification: R 58

Nechayeva I.A., Ben V.V.

DETERMINATION OF INCENTIVES FOR THE SOCIO-ECONOMIC RECOVERY OF THE ECONOMIC COMPLEX OF THE ZAPORIZHZHIA REGION IN THE CONDITIONS OF MARTIAL LAW

National University "Zaporizhzhia Polytechnic", Zaporizhzhia, Ukraine

The article is devoted to determination of incentives for the socio-economic recovery and further development of the economic complex of the Zaporizhzhia region in the conditions of martial law. The essence of the category "regional economy" was studied and the factors of its formation and stimulation were considered. Definitions of the economic district and its main features were presented. The key task of the state was emphasized ensuring socio-economic recovery and sustainable economic development. It was established that in modern conditions the main components of socio-economic recovery and development of any region should be: economic, social, ecological. The essence, spheres and branches of the regional economic complex were considered. The definition of development in the socio-economic context was given. The factors of economic stimulation were presented. The directions of incentives for socio-economic recovery and further development of the economic complex of Zaporizhzhia region were identified. The importance and key role of each direction for the reconstruction of the economy of the region and the country as a whole was justified. An analysis of the main indicators of areas that need stimulation in the pre-war and war periods was carried out. The industries in which investment had almost completely stopped were presented. It was established that the volume of exports of goods in the first half of 2022 decreased in Zaporizhzhia region by 4.3%, and in Ukraine as a whole – by 24%. It was found that Zaporizhzhia region is one of the three regions with the largest number of unemployed. Examples of scientific developments and proposals of Ukrainian scientists during the war were given. It was found that Zaporizhzhia region is among the five most polluted in the country. The advantages of socially responsible investing were emphasized and its characteristic features were highlighted. Measures of stimulating socio-economic recovery and further development of the economic complex of the region were proposed.

Keywords: economic complex, socio-economic recovery, socio-economic development, recovery incentives, development incentives.

DOI: 10.32434/2415-3974-2022-16-2-39-48

Introduction and problem statement

Due to the military aggression of the Russian Federation, the economy and economic complexes of the regions of Ukraine are in need of reconstruction and further development. Determination of incentives for the socio-economic recovery of the economic complex of the region will

contribute to solving the problems of economic balance, production optimization, and carrying out effective economic activity. Stimulation will help to increase the competitiveness of the region, its innovative potential and economic growth. It is thanks to the identified incentives and their use that the region can function more efficiently to increase

© Nechayeva I.A., Ben V.V., 2022



This article is licensed under Creative Commons Attribution 4.0 International License (CC-BY)

and qualitatively restore the potential, products and technological processes. This will contribute to the development of a well-functioning market economy.

Analysis and research of publications

Significant contribution to the study of the problems of socio-economic development of the economic complex of the region was made by such foreign scientists as Z. Chojnicki, N. Ademoviж, I. Akperov. Among domestic scientists, it is especially worth noting the scientific works of I. Bevz, N. Kuzmynchuk, N. Smentina, A. Sukhorukov, T. Chechetova-Terashvili, N. Chechetova. But in foreign literature and literature of our country there is no consensus on the definition of incentives for the socio-economic recovery of the economic complex of the region.

The purpose of the article

The purpose of the article is determination of incentives for the socio-economic recovery of the economic complex of Zaporizhzhia region and development of recommendations for their implementation in the conditions of martial law.

Presenting main material

The economy of the region is one of the most important priorities for the development of the economic complex of the region. Regional activity is derived from the labor activity of the population, its motivation and orientation. It expresses the dependence of labor activity of the population on its social character and the ability of the region to function as a self-preserving system. One of the most important functions of the regional economy is regional management. Its main task is the reproduction of the region as a socio-economic system.

Each region is characterized by internal economic unity, which forms its material and production basis - the economic complex of the region. Being a subsystem, a part of the national complex of the country, the regional economic complex is a purposefully complex, dynamic and sustainable regional or local combination of enterprises and industries united by close internal ties. Successful functioning of the regional economic complex depends on the maximum consideration of regional factors and features [1, p. 11].

The factors of formation and functioning of the regional economy are a set of specific conditions and circumstances that determine the development and placement of productive forces in the region. There are the following main groups of factors: natural, economic, demographic (Table 1) [1, p. 11].

The presence of these factors and conditions, the nature of their combination in this territory have a direct impact on the formation and development of the economy of the region, determine the specialization of the region, specific features of production management, social processes.

The economic districts, created on the basis of production characteristics, into which the territory of the country is divided, together represent a complete system of regional combinations of productive forces.

In economic and geographical science there are several approaches to defining the concept of economic district. All of them have common features: specialized economy, its complexity, territorial integrity, close intra-district and inter-district economic ties, relative completeness and closeness of production cycles, peculiarities of the economic and geographical location [8, p. 63].

That is, an economic region is a comprehensively economically developed territory that combines natural resources, productive potential, population with its labor skills, transport communications and other material values in the most profitable way in the form of an industrialterritorial complex [10].

The key task of the state has always been and remains - to ensure socio-economic recovery and

Factors of formation and functioning of the regional economy

Table 1

Factors	Characteristics
Natural	Availability of natural resources, their quantitative and qualitative assessment; climatic
	conditions, environmental conditions.
Ecological	Environmental protection and constructive measures for the purpose of careful use of natural
	resources and ensuring favorable conditions for the life and activities of the population.
Technical	The achieved and possible level of technique and technology.
Socio-demographic	Availability of production with labor resources, state of production and social infrastructure.
Economic	The cost of capital investments, construction terms, production efficiency, purpose and quality of
	products, production connections, economic, geographical and transport location, etc.

Source: compiled by the author based on [1]

sustainable economic development, in which the reproduction of all factors of production and the regional system as a whole is provided.

Only such development can be considered sustainable that ensures the dynamic development of the region while maintaining certain reproductive proportions in a given direction over a certain period of time [2].

In modern conditions, socio-economic recovery and development of any region should combine three main components: economic, social and environmental. The integration of economic, social and environmental aspects is the key to achieving recovery and sustainable development.

The regional economic complex is a combination of a large number of economic entities of different types of activity, which can interact with each other closely (at the stages of production and circulation of goods and services) or indirectly (in the technological process through common infrastructure).

The economic complex of the region is represented by the following spheres:

- material production (production sphere);
- non-material production (non-production sphere);
- infrastructure of the region (which covers both material and non-material production) (Fig. 1).

Development is complex changes, during which the transformation gradually covers the whole essence of the subject and there is a qualitative change in the structure of the object at the level of all components of subsystems [10].

In the socio-economic context, development means improving lifestyles through better education, income, skills development and employment. It is a process of economic and social transformation based on cultural and environmental factors.

According to Patricia Kennett, an incentive in economics is any factor (financial or non-financial) that provides a motive for a certain action or is considered to be the reason for preferring one solution to alternative ones [12, p. 153]. That is, it is financial or non-financial encouraging people to act in a certain way.

Economic stimulation is a set of measures aimed at restoring and promoting economic growth in all spheres of the economic complex of the region.

According to Rogov V. G., the factors of economic stimulation include: the use of a system of legal, organizational, scientific, financial and other measures aimed at improving production efficiency, successful solution of technical, economic, social or environmental problems of society, economic activities, enterprises [11].

In our opinion, for the socio-economic recovery and further development of the economic complex of Zaporizhzhia region, it is possible to distinguish the directions of incentives presented in Fig 2.

Business support and protection of domestic producers are extremely important. It is necessary to stimulate the interest of workers and producers to stay in the country, because their work and payment of taxes make them players of the Ukrainian economy, increase economic stability and ability to resist the aggressor.

Incentives for business support and protection of the domestic producer include the following:

- cheap loans for targeted crediting of businesses and sectors of the economy that were most affected during the war (agrarian sector, metallurgy, construction, logistics, service sector);

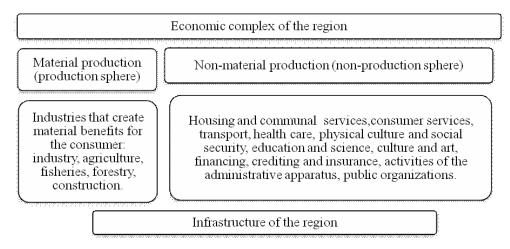


Fig. 1. Spheres and branches of the economic complex of the region

Source: compiled by the authors based on [3, 12]

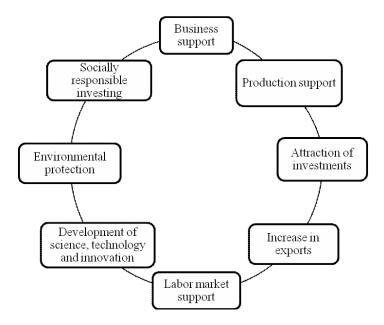


Fig. 2. Incentives for socio-economic recovery and development of the economic complex of the Zaporizhzhia region Source: compiled by the authors

- improvement of the mechanism of publicprivate partnership and business involvement in the restoration of infrastructure and stabilization of the economy by simplifying permitting and regulatory processes, as well as financial compensation by the state for possible risks;
- tax benefits and issuance of military bonds with the possibility of investment for foreigners;
- financial support for critical infrastructure enterprises in order to pay salaries to staff and to be able to carry out repairs after destruction from hostilities;
- financing the production of goods intended for charity;
- simplification of procedures for importing technologies and equipment, etc.

During the war, investors' activity was slowing down, most of them are not ready to consider new projects. The sectors that attracted the most investments before the war (real estate and agricultural sector) have lost their investment leadership and are almost not financed. Currently, investors are actively investing only in the IT industry. According to the National Bank of Ukraine, the volume of export earnings of the IT sector in the first quarter of 2022 amounted to \$ 2 billion, which is \$ 500 million more than in the corresponding period of 2021 [5].

Incentives for attracting investment in the development of the region should be aimed at solving three main tasks:

- creation of a favorable investment climate;

- effective and expedient organization of state influence on investment processes;
 - attraction of additional investment resources.

To attract foreign investments and benefit from them in the domestic economy, the regulatory actions of the host country and the business sector should be based on the principles of transparency and nondiscrimination.

Investors need to have a clear understanding of the environment in which they will operate, as well as capital protection guarantees. In addition, the lack of transparency can lead to illegal and other unethical actions that weaken the business environment of the region and the country as a whole, spoiling their reputation.

In this context, the incentives are the following:

- anti-corruption program, improved regulatory and legal framework regarding protection of intellectual property, competition and financial statement will contribute to a dynamic and well-functioning business environment. Such policies will help to create a favorable investment climate by promoting transparency and transforming the shadow economy into an open one;
- procedures for ensuring the implementation of the principle of non-discrimination at all levels of government and state administration. Fair competition is essential for sustainable economic growth and efficient allocation of resources, so the government must be impartial to both foreigners and existing enterprises owned by Ukrainian citizens;
 - free transfers related to investments and the

guarantee of protection against capital loss;

- improving the quality of the relevant infrastructure;
- raising the level of education of the national workforce will contribute to the development of human capital. The formation of soft skills, in addition to basic education, should be based not on the short-term needs of foreign enterprises, but on the necessary competencies in the country's economy. Also, for the health of the workforce, it is necessary to promote the development and modernization of the medical infrastructure with the introduction of the concept of wellness.

Financial subsidies and tax incentives can either complement an already attractive investment environment or compensate for certain market deficiencies that cannot be eliminated in other ways. It is absolutely necessary to carry out relevant general policy measures.

Table 2 presents the volume of foreign trade of goods in Ukraine and the Zaporizhzhia region in the first half of 2022.

The data shown in Table 2 indicate that the volume of exports of goods in the first half of 2022 decreased both in the Zaporizhzhia region (by 4.3%) and in Ukraine as a whole (by 24%). The volume of export of goods of the Zaporizhzhia region is 9.3% of the total volume in Ukraine. Compared to the first half of 2021, the volume of imports of goods in Ukraine decreased by 19.1%, and in the Zaporizhzhia region - increased by 6.1%. The trade balance of the Zaporizhzhia region is positive, which indicates that there are more goods sold than purchased. Ukraine's trade balance is negative; therefore, the country buys more than it sells.

Increasing exports is an important direction of stimulation, because thanks to it, the country receives foreign exchange earnings, jobs are created, enterprises expand, and dependence on foreign goods decreases. Thus, an increase in exports contributes to overall economic growth.

To increase the competitiveness of national products on the world market, it is necessary to use

the following incentives:

- export subsidies;
- direct free transfers;
- financial grants;
- exemption from taxes on profits earned from exports;
 - state funding of international advertising;
- restoration of logistics and transport infrastructure;
- creation of reserve routes (transformation of a part of maritime trade flows into land ones).

In connection with Russia's military aggression on the territory of Ukraine, the situation on the labor market has worsened. According to the Center for Economic Strategy, 39% of Ukrainians who worked before the war are unemployed now. The unemployment rate is almost twice as high (60%) among internally displaced persons. Because of this, the market is currently dominated by employers there are almost twice as many people willing to work as there are vacancies. At the same time, this applies even to the market that does not depend on physical assets and in which the largest percentage of companies that have relocated is IT [7].

The number of resumes posted on Ukrainian job search portals is still one-third higher than the level before February 24. The number of job-offers is 1.5 times less than it was in the period before the invasion [7].

Table 3 presents the indicators of the labor market in January-July 2021-2022 in the Zaporizhzhia region and Ukraine.

Analyzing the data in Table 3, we can see that the number of employed unemployed in January-July 2022, in comparison with the corresponding period of the previous year, decreased by 60.5% in the Zaporizhzhia region, and by 40.3% in the country as a whole. The number of employers who provided information about vacancies also decreased in Zaporizhzhia region by 52.7%, in Ukraine by 35%. The number of vacancies decreased in the region by 58.7%, in Ukraine by 45%. Zaporizhzhia region is among the top three regions with the largest number

Tabl
The volume of foreign trade of goods in Ukraine and the Zaporizhzhia region in the first half of 2022

	Е	Export					
	Thousand dollars USA	in % by the first half of 2021	I	dollars USA	in % by the first half of 2021		Barance
Ukraine	22731709.76	76	100	25199469.4	80.9	100	-2467759.6
The Zaporizhzhia region	2117925.8620	95.7	9.3	924698.20935	106.1	3.7	1193227.652

Source: [4]

	The number of employed unemployed, persons		The number of employers who provided information about vacancies		The number of vacancies, units		Have the status of unemployed at the end of the period, persons		The number of unemployed per 1 vacancy, persons	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Ukraine	256677	153110	113303	73622	477053	262442	321233	296668	4	12
The Zaporizhzhia region	12886	5088	4731	2239	16446	6791	12824	17937	7	28

Table 3 The labor market in January-July 2021-2022 in the Zaporizhzhia region and Ukraine

Source: compiled by the authors based on [4]

of unemployed. The number of people with the status of unemployed in Zaporizhzhia region increased by 39.9%, and in the country as a whole decreased by 7.6%. The number of unemployed per 1 vacancy increased from 7 to 28 people in the Zaporizhzhia region, from 4 to 12 in Ukraine.

The incentives to support the labor market include:

- free vocational training and advanced training;
- involvement of the unemployed population in paid work in the institutions of the municipal sphere:
- funding of projects related to professional development and provision of real employment opportunities;
- free online consultations for labor market participants led by certified career counselors;
- assistance to employers with the costs of employee training and other support related to work readiness.

The scientific and intellectual potential of the Zaporizhzhia region is quite high. However, for the development of the region, it is important not only to use the achievements of scientific and technical progress and advanced technologies, but also to have a sufficient number of resources for their independent creation.

Despite the full-scale war in Ukraine, science and business are actively interacting to support our state and increase its defense capability.

The innovation platform «Science and Business», which was created before the war, currently has 86 proposals for the implementation of scientific research and 26 proposals for cooperation, including those aimed at supporting the country under martial law [6].

The proposals of Ukrainian scientists include the following:

- development of an improved form of shoe

pads with increased comfort properties for military footwear based on the results of 3D studies of the feet of soldiers and mobilized persons;

- production of bionic prostheses of upper and lower human limbs;
- creation of knitted fabrics for the manufacture of components of armor protection using high molecular weight polyethylene yarn of increased strength, as well as the creation of knitwear with predictable properties, in particular, with the effect of heat preservation or removal of vaporous moisture [6].

Scientific developments aimed at ensuring the fuel and energy independence of our country include the following:

- creation of a complex for the production of liquid biofuels by processing microalgae of own cultivation;
- creation of an industrial plantation for growing miscanthus with the production of energy chips, which will be used as fuel or raw materials for the production of fuel pellets and briquettes, etc;
- production of composite fuel from technogenic waste of coal mining, woodworking, pulp and paper and agricultural industries [6].

The incentives that will promote the development of science, technology and innovation include the following:

- increasing the interaction between industry and science, as well as reducing the barriers that block their cooperation. Enterprises that cooperate with science increase their ability to implement more radical innovations and introduce new products. Science-business relationships can arise both between separate organizations (e.g. universities and enterprises) and within certain organizations (e.g. profit-oriented contract research institutions);
- financial support for innovations at the expense of budgets of all levels and funds from extrabudgetary funds for the promotion of innovative

development;

- improvement of intellectual property protection;
- advanced training of researchers, which will contribute to the improvement of human resources;
- promotion of development and support of research and design, scientific research, research and technological and other innovative organizations;
- development of a network of national research institutions, educational and scientific laboratories, research centers;
- improvement of the public-private partnership mechanism;
- support for implementation of regional innovation projects;
- involvement of foreign specialists and experts in cooperation;
- investment benefits, grants for modernization, subsidies;
 - import of strategic technologies.

Another priority area of socio-economic recovery of the economic complex of Zaporizhzhia region which needs to be stimulated is environmental protection.

The level of technogenic load in Zaporizhzhia region is one of the highest in Ukraine. The region is among the five most polluted in the country. The industrial orientation of the region leads to a large number of emissions of hazardous substances into the air, soil and water bodies, as well as significant accumulation of industrial waste.

In the Zaporizhzhia region, the main pollutants emitted by stationary sources into the atmosphere include: metals and their compounds (lead, copper, nickel, chromium, zinc, arsenic), methane, nonmethane volatile organic compounds, carbon monoxide, dioxide and other sulfur compounds, nitrogen compounds (nitrogen dioxin, nitrogen oxide, ammonia), substances in the form of solid suspended particles, persistent organic pollutants, carbon dioxide. In 2020, the volume of emissions of these substances amounted to 155,482.6 tons (this is 89.7% by 2019). The largest shares in the structure of emissions belong to dioxide and other sulfur compounds (43.4% - 67508.5 tons); carbon monoxide (31.9% - 49625.2 tons) and nitrogen compounds (16.3% - 25331.7 tons).

The energy industry pollutes the air in the region the most. It carries out 90.6% of emissions, and production - 8.8% (Fig. 3).

Currently, military operations have an extremely negative impact on the environment. Ecosystems are destroyed, soil and water resources are polluted, biodiversity is reduced. It is extremely important to develop an effective system of environmental monitoring, which would allow to determine the real amount of damage caused, as well as a plan of measures to restore and preserve the environment.

At the moment, it is extremely necessary to minimize the amount of pollutant emissions from enterprises. The incentives for environmental protection include the following:

- increasing taxes and fees on polluting emissions or waste with the purpose of reducing their total amount. After all, the damage caused to the environment and the health of the population can be much greater than the amount of taxes. However, in the absence of taxes and fees, enterprises will have no economic incentives to fight pollution;
- financial state support for environmentally friendly enterprises: low-interest loans, the best tax conditions, grants and procurement mandates;
- subsidies for the fight against environmental pollution (remuneration of polluters for reducing emissions);
- tax benefits for companies that manufacture, install and maintain environmental protection equipment;
- reputation incentives creation of ratings of enterprises, in which environmental indicators will be highlighted, will allow to recognize and reward exemplary enterprises, as well as identify companies with the worst results. Reputation can be a driving force behind incentives for environmental protection. The design and creation of these incentives do not require high costs, and they are easily adaptable. Reputational incentives motivate companies to better environmental performance by caring about their image both internally to their employees and externally to their customers, investors, competitors and the business community. The desire of companies to be recognized as better than their competitors, not to be at the bottom of the ranking, to provide customers and/or investors with clear information

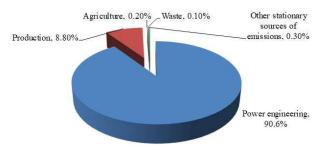


Fig. 3. The structure of pollutant emissions into the atmospheric air by categories of emission sources in the Zaporizhzhia region for 2020

Source: compiled by the authors based on [4]

on environmental performance, to reduce their environmental impact — all this can be a powerful driving factor. A variety of motivations makes reputational incentives effective.

Currently, socially responsible investing is becoming more and more widespread, which is characterized by: ecological use of natural resources, protection of the biosphere, reduction of the amount of waste and its processing, energy saving, environmental restoration, informing society, a high level of management responsibility, audit and reporting [9].

The development of ethical investing not only gives investors the opportunity to participate in market growth in accordance with their values and allows them to have a real impact on the social and environmental business structure of individual companies and entire industries, but also makes business and markets more transparent. A socially responsible investor receives not only income, but also the opportunity to contribute to keeping the planet clean, healthy and safe today and in the future [9].

The institute of socially responsible investment in Ukraine is currently unformed. The following incentives should be used for its formation and further development:

- state support for the process of socially responsible investment;
- creation of socially responsible investment funds;
- standardized content of reporting on socially responsible investments for various financial and business institutions:
- measures for Ukrainian business circles to make them aware of the importance and expediency of socially responsible investing.

Conclusions

An important condition for the restoration of the economy and economic complexes of the regions of Ukraine is the definition of incentives for socioeconomic recovery and taking appropriate measures for their implementation.

The incentives for socio-economic recovery of the economic complex of the region should be aimed at:

- business and production support;
- attraction of investments;
- increase in exports;
- labor market support;
- development of science, technology and innovation;
 - environmental protection;
 - formation of the institution of socially

responsible investment.

The proposed measures to stimulate socioeconomic recovery are a solid foundation for the restoration of the economy of Zaporizhzhia region and the country as a whole, as well as increasing defense capabilities.

REFERENCES

- 1. Guseva, O.U., Voskoboyeva, O.V., & Romaschenko, O.S. (2020). *Rehionalna ekonomika [Regional economy]*. Kyiv: Press State University of Telecommunications [in Ukrainian].
- 2. Denysenko, M.P., Budyakova, O.U., & Denysenko, P. (2020). Derzhavne upravlinnya ekonomikoyu rehioniv na investytsiyniy osnovi [State management of the economy of regions on an investment basis]. Journal Naukovyy visnyk Scientific Bulletin, 2 (4), 103-117 [in Ukrainian].
- 3. Zablodskaya, I.V., Zablodskaya, V.A., Dodonov, O.V., Gorbunov, I.V., Salukvadze, I.N., & Martynyuk, I.V. (2010). *Ekonomika regiona: strukturirovaniye, otsenka, razvitiye [Economics of the region: structuring, evaluation, development].* Lugansk: Knowledge [in Ukrainian].
- 4. Ofitsiinyi sait Derzhavnoi sluzhby statystyky Ukrayiny [Official site of State Statistics Service of Ukraine]. www.ukrstat.gov.ua. Retrieved from http://www.ukrstat.gov.ua/ [in Ukrainian].
- 5. Ofitsiinyi sait Natsionalnoho banku Ukrayiny [Official site of National Bank of Ukraine]. *bank.gov.ua*. Retrieved from https://bank.gov.ua/ [in Ukrainian].
- 6. Ofitsiinyi sait Platformy "Nauka ta biznes" [Official site of Platform «Science and Business»]. *s2b.nauka.gov.ua*. Retrieved from https://s2b.nauka.gov.ua/ [in Ukrainian].
- 7. Ofitsiinyi sait Tsentru ekonomichnoyi stratehiyi [Center for Economic Strategy]. *ces.org.ua*. Retrieved from https://ces.org.ua/ [in Ukrainian].
- 8. Stechenko, D. (2006). Rozmishchennya produktyvnykh syl i rehionalistyka: pidruchnyk [Placement of productive forces and regionalism]. Kyiv: Vikar [in Ukrainian].
- 9. Nechayeva I.A., & Ben, V.V. (2022). Etychne ta sotsialno vidpovidalne investuvannya: perspektyvy stanovlennya v Ukrayini [Ethical and socially responsible investing: prospects for development in Ukraine]. *Tyzhden nauky-2022 Science Week-2022*: Abstracts of reports of the scientific and practical conference, (pp. 969-971). Zaporizhzhia: NU "Zaporizhia Polytechnic" [in Ukrainian].
- 10. Nechayeva, I.A. (2016). Vyznachennya, oznaky ta kharakterystyky staropromyslovoho rehionu [Definition, signs and characteristics of the old industrial region]. *Osinni naukovi chytannya Autumn scientific readings:* Materials of the 5th International Scientific and Practical Conference, (pp 105-114). Kyiv [in Ukrainian].
- 11. Rohov, V. H. (2017). Stymulyuvannya ta stymuly vekonomitsi: vyznachennya ta klasyfikatsiya [Stimulation and

incentives in economics: definition and classification]. *Ekonomichnyy analiz – Economic analysis*, vol. 27. (pp. 30-35). Ternopil: Publishing and Printing Center Ternopil National University of Economics "Economic Thought" [in Ukrainian].

- 12. Patricia Kennett (Eds.). (2008). *Governance, Globalization and Public Policy*. Cheltenham, Northampton: Edward Elgar [in English].
- 13. Dzwigol, H., Aleinikova, O., Umanska, Y., Shmygol, N., & Pushak, Y. (2019). An entrepreneurship model for assessing the investment attractiveness of regions. *Journal of Entrepreneurship Education*. *1 (22)*. Retrieved from https://www.abacademies.org/articles/an-entrepreneurship-model-for-assessing-the-investment-attractiveness-of-regions-7908.html [in English].
- 14. Gudz, P., Ivanchenkov, V., Oliinyk, Y., Korepanov, G., Shkurupska, I., & Boyko, A. (2019). Innovative Social Technologies in the Region Management System. *International Journal of Engineering and Advanced Technology (IJEAT)*, *9*(1), 1562–1567. Retrieved from https://www.ijeat.org/wpcontent/uploads/papers/v9i1/A13521 09119.pdf [in English].
- 15. Gudz, P., Oliinyk, Y., Shkurupska, I., Petrenko, O., & Vlasenko, Y. (2020). Formation of foreign economic potential of the region as a factor of competitive development of the territory. *International Journal of Management, 11(5),* 590-601. Retrieved from https://iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME_11_ISSUE_5/IJM_11_05_053.pdf [in English].

Received 30.09.2022

ВИЗНАЧЕННЯ СТИМУЛІВ СОЦІАЛЬНО-ЕКОНОМІЧНОГО ВІДНОВЛЕННЯ ГОСПОДАРСЬКОГО КОМПЛЕКСУ ЗАПОРІЗЬКОГО РЕГІОНУ В УМОВАХ ВОЄННОГО СТАНУ

Нечаєва І.А., Бень В.В.

Стаття присвячена визначенню стимулів соціально-економічного відновлення та подальшого розвитку господарського комплексу Запорізького регіону в умовах воєнного стану. Досліджено сутність категорії «регіональна економіка», розглянуто фактори її формування та стимулювання, наведена їх характеристика. Надані визначення економічного району та його основні ознаки. Наголошено на ключовому завданні держави забезпеченні соціально-економічного відновлення та сталого економічного розвитку. Встановлено, що в сучасних умовах основними складовими соціально-економічного відновлення та розвитку будь-якого регіону повинні бути наступні: економічна, соціальна, екологічна. Розглянуто сутність, сфери та галузі регіонального господарського комплексу. Дано визначення розвитку в соціально-економічному контексті. Представлені чинники економічного стимулювання. Виявлені напрями стимулів соціально-економічного відновлення та подальшого розвитку господарського комплексу Запорізького регіону. Обґрунтована важливість та ключова роль кожного напряму для відбудови економіки регіону та країни у цілому. Проведено аналіз основних показників напрямів, що потребують стимулювання, у довоєнний та воєнний періоди. Наведені галузі, в яких інвестування майже повністю припинилося. Встановлено, що обсяги експорту товарів у І півріччі 2022 року зменшилися у Запорізькій області на 4,3%, а по Україні в цілому – на 24%. З'ясовано, що Запорізька область входить до трійки областей, де найбільша кількість безробітних. Наведені приклади наукових розробок та пропозицій українських вчених в період війни. З'ясовано, що Запорізький регіон входить до п'ятірки найбільш забруднених в країні. Наголошено на перевагах соціально відповідального інвестування та виділені його характерні риси. Запропоновані заходи щодо стимулювання соціально-економічного відновлення та подальшого розвитку господарського комплексу регіону.

Ключові слова: господарський комплекс, соціальноекономічне відновлення, соціально-економічний розвиток, стимули відновлення, стимули розвитку.

DETERMINATION OF INCENTIVES FOR THE SOCIO-ECONOMIC RECOVERY OF THE ECONOMIC COMPLEX OF THE ZAPORIZHZHIA REGION IN THE CONDITIONS OF MARTIAL LAW

Nechayeva I.A., Ben V.V. *

National University "Zaporizhzhia Polytechnic", Zaporizhzhia, Ukraine

*e-mail: vicavictoria0312@gmail.com

Nechayeva I.A. ORCID: https://orcid.org/0000-0003-3429-7255 Ben V.V. ORCID: https://orcid.org/0000-0003-4327-8515

The article is devoted to determination of incentives for the socio-economic recovery and further development of the economic complex of the Zaporizhzhia region in the conditions of martial law. The essence of the category "regional economy" was studied and the factors of its formation and stimulation were considered. Definitions of the economic district and its main features were presented. The key task of the state was emphasized - ensuring socio-economic recovery and sustainable economic development. It was established that in modern conditions the main components of socio-economic recovery and development of any region should be: economic, social, ecological. The essence, spheres and branches of the regional economic complex were considered. The definition of development in the socioeconomic context was given. The factors of economic stimulation were presented. The directions of incentives for socio-economic recovery and further development of the economic complex of Zaporizhzhia region were identified. The importance and key role of each direction for the reconstruction of the economy of the region and the country as a whole was justified. An analysis of the main indicators of areas that need stimulation in the pre-war and war periods was carried out. The industries in which investment had almost completely stopped were presented. It was established that the volume of exports of goods in the first half of 2022 decreased in Zaporizhzhia region by 4.3%, and in Ukraine as a whole — by 24%. It was found that Zaporizhzhia region is one of the three regions with the largest number of unemployed. Examples of scientific developments and proposals of Ukrainian scientists during the war were given. It was found that Zaporizhzhia region is among the five most polluted in the country. The advantages of socially responsible investing were emphasized and its characteristic features were highlighted. Measures of stimulating socio-economic recovery and further development of the economic complex of the region were proposed.

Keywords: economic complex, socio-economic recovery, socio-economic development, recovery incentives, development incentives.

REFERENCES

- 1. Guseva, O.U., Voskoboyeva, O.V., & Romaschenko, O.S. (2020). *Rehionalna ekonomika [Regional economy]*. Kyiv: Press State University of Telecommunications [in Ukrainian].
- 2. Denysenko, M.P., Budyakova, O.U., & Denysenko, P. (2020). Derzhavne upravlinnya ekonomikoyu rehioniv na investytsiyniy osnovi [State management of the economy of regions on an investment basis]. Journal Naukovyy visnyk Scientific Bulletin, 2 (4), 103-117 [in Ukrainian].
- 3. Zablodskaya, I.V., Zablodskaya, V.A., Dodonov, O.V., Gorbunov, I.V., Salukvadze, I.N., & Martynyuk, I.V. (2010). Ekonomika regiona: strukturirovaniye, otsenka, razvitiye [Economics of the region: structuring, evaluation, development]. Lugansk: Knowledge [in Ukrainian].
- 4. Ofitsiinyi sait Derzhavnoi sluzhby statystyky Ukrayiny [Official site of State Statistics Service of Ukraine]. www.ukrstat.gov.ua. Retrieved from http://www.ukrstat.gov.ua/ [in Ukrainian].
- 5. Ofitsiinyi sait Natsionalnoho banku Ukrayiny [Official site of National Bank of Ukraine]. *bank.gov.ua*. Retrieved from https://bank.gov.ua/ [in Ukrainian].
- 6. Ofitsiinyi sait Platformy "Nauka ta biznes" [Official site of Platform «Science and Business»]. *s2b.nauka.gov.ua*. Retrieved from https://s2b.nauka.gov.ua/ [in Ukrainian].
- 7. Ofitsiinyi sait Tsentru ekonomichnoyi stratehiyi [Center for Economic Strategy]. *ces.org.ua*. Retrieved from https://ces.org.ua/ [in Ukrainian].
- 8. Stechenko, D. (2006). Rozmishchennya produktyvnykh syl i rehionalistyka: pidruchnyk [Placement of productive forces and regionalism]. Kyiv: Vikar [in Ukrainian].
- 9. Nechayeva I.A., & Ben, V.V. (2022). Etychne ta sotsial№no vidpovidal№ne investuvannya: perspektyvy stanovlennya v Ukrayini [Ethical and socially responsible investing: prospects for development in Ukraine]. *Tyzhden nauky-2022 Science Week-2022:* Abstracts of reports of the scientific and practical conference, (pp. 969-971). Zaporizhzhia: NU "Zaporizhia Polytechnic" [in Ukrainian].

- 10. Nechayeva, I.A. (2016). Vyznachennya, oznaky ta kharakterystyky staropromyslovoho rehionu [Definition, signs and characteristics of the old industrial region]. *Osinni naukovi chytannya Autumn scientific readings:* Materials of the 5th International Scientific and Practical Conference, (pp 105-114). Kyiv [in Ukrainian].
- 11. Rohov, V. H. (2017). Stymulyuvannya ta stymuly vekonomitsi: vyznachennya ta klasyfikatsiya [Stimulation and incentives in economics: definition and classification]. *Ekonomichnyy analiz Economic analysis*, vol. 27. (pp. 30-35). Ternopil: Publishing and Printing Center Ternopil National University of Economics "Economic Thought" [in Ukrainian].
- 12. Patricia Kennett (Eds.). (2008). *Governance, Globalization and Public Policy*. Cheltenham, Northampton: Edward Elgar [in English].
- 13. Dzwigol, H., Aleinikova, O., Umanska, Y., Shmygol, N., & Pushak, Y. (2019). An entrepreneurship model for assessing the investment attractiveness of regions. *Journal of Entrepreneurship Education*. 1 (22). Retrieved from https://www.abacademies.org/articles/an-entrepreneurship-model-forassessing-the-investment-attractiveness-of-regions-7908.html [in English].
- 14. Gudz, P., Ivanchenkov, V., Oliinyk, Y., Korepanov, G., Shkurupska, I., & Boyko, A. (2019). Innovative Social Technologies in the Region Management System. *International Journal of Engineering and Advanced Technology (IJEAT)*, *9*(1), 1562–1567. Retrieved from https://www.ijeat.org/wpcontent/uploads/papers/v9i1/A13521 09119.pdf [in English].
- 15. Gudz, P., Oliinyk, Y., Shkurupska, I., Petrenko, O., & Vlasenko, Y. (2020). Formation of foreign economic potential of the region as a factor of competitive development of the territory. *International Journal of Management, 11(5),* 590-601. Retrieved from https://iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME 11 ISSUE 5/IJM 11 05 053.pdf [in English].