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Strategic Approach to the Development of the “Competitive Potential of Regions” in the Post-War Period of Ukraine

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ABSTRACT

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This article analyzes the formation of a strategic approach to developing the competitive potential of regions in post-war Ukraine, presenting the key indicators for realizing regional competitive advantages. Based on this analysis, a strategic model for the development of regional competitive potential is proposed, which provides for the expansion of the state's resource capabilities aimed at stabilizing the processes of national socio-economic recovery. Regions are characterized as entities embodying the “key success factors” for the state's economic reconstruction in the post-war period, serving as providers of innovation and adaptability to new conditions. The study articulates the critical prerequisites necessary to achieve desired dynamics of socio-economic development and establish a crucial balance between internal resources and external threats that lead to the deconstruction of economic reality during the post-war phase. It is proven that any deviation by regions from integrating a multi-component strategy for developing their competitive potential will result in a rollback of their competitiveness and failure to build up their resource capabilities. The paper develops a toolkit for managing inter-regional competition to stabilize socio-economic development processes and expand the institutional capacity of regions, thereby strengthening their competitive positions within the national market. The essence of this strategic development is characterized through the lens of expanding regional competitive capabilities toward the creation of high-tech products, leading to the identification of the concept of “coordinated development of regional competitive potential”. This concept involves maximizing regional internal and external opportunities by creating “strategies” that enhance their competitiveness within national and global markets. Finally, a methodology for developing a strategic approach is proposed, which involves the implementation of long-term projects and programs aimed at restoring the stabilization dynamics of regional functioning and, consequently, introducing effective methods for creating sustainable competitive advantages based on mobile indicators of growth in economic activity.

KEYWORDS

public administration, military service, competitive potential of regions, strategy for developing the competitive potential of regions, competitive strategies, tools and technologies of public administration.



Стратегічний підхід до розвитку «конкурентного потенціалу регіонів» у повоєнний період України

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СТАТТЯ

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В межах даної статті здійснено аналіз формування стратегічного підходу до розвитку «конкурентного потенціалу регіонів» у повоєнний період України, наведено основні індикатори реалізації конкурентних переваг регіонів, на підставі чого запропоновано стратегічну модель розвитку конкурентного потенціалу регіонів, яка передбачає розширення ресурсних можливостей держави щодо стабілізації процесів соціально-економічного відновлення держави. Охарактеризовано регіони як суб'єкт уособлення «ключових факторів успіху» щодо розбудови економіки держави у повоєнний період, провайдера інноваційності та адаптивності до нових умов, артикульовано імперативні позиції, які забезпечують досягнення певної динаміки соціально-економічного розвитку, утвердження бажаного балансу між внутрішніми ресурсами та зовнішніми загрозами, які зумовлюють деконструкцію економічної реальності у повоєнний період. Доведено, що будь-які відхилення регіонів від врахування багатокомпонентної стратегії забезпечення розвитку їх конкурентного потенціалу у повоєнний період, характеризують відкат їх конкурентоспроможності у відстоюванні своїх ресурсних можливостей щодо його нарощення. Розроблено інструментарій ведення конкурентної боротьби між регіонами щодо стабілізації відповідних процесів соціально-економічного розвитку, розширення інституційної спроможності регіонів у контексті нарощення їх конкурентних позицій у загальному сегменті національного ринку. Охарактеризовано сутність стратегічного розвитку конкурентного потенціалу регіонів через призму розширення їх конкурентних можливостей у напрямку створення високотехнологічних продуктів на підставі чого ідентифіковано поняття «узгодженого розвитку конкурентного потенціалу регіонів», яке характеризує розширення внутрішніх та зовнішніх можливостей регіонів на основі створення «стратегій», які б слугували підвищенню їх конкурентоспроможності в межах національного та глобального ринків. Запропоновано інструментарій розроблення стратегічного підходу до розвитку конкурентного потенціалу регіонів у повоєнний період, який передбачає запровадження довгострокових проектів та програм направлених на відновлення стабілізаційної динаміки їх функціонування, а відповідно до цього запровадження результативних прийомів створення сталих конкурентних переваг регіонів у відстоюванні мобільних показників зростання активності суб'єктів економічного господарювання.

КЛЮЧОВІ СЛОВА

публічне управління, повоєнна відбудова, конкурентний потенціал регіонів, стратегія розвитку конкурентного потенціалу регіонів, конкурентні стратегії, інструменти та технології публічного управління.

1. Introduction

The success of the functioning and development of regions in the post-war period of Ukraine determines the expediency of forming a strategic approach to the development of their competitive potential, the realization of the competitive advantages of the regions in terms of creating and promoting innovative products that would work to strengthen the market economy of the state. Building a strategic model of the competitive potential of regions in the post-war period, taking into account the conditions of competition between them, puts forward new requirements for ensuring functional effectiveness of the activities of economic entities that are responsible for ensuring the competitiveness of regions in the long term. In the war and post-war periods of Ukraine, the socio-economic sphere undergoes significant changes in most cases, which characterize the weakening of the relevant indicators of dynamization of processes designed to stabilize its development, which thereby raises the question of expanding the resource capabilities of the state to stabilize them. The strategic role in this regard belongs to the regions that are entrusted with the mission of embodying the "key success factors" to ensure the socio-economic development of the state, demonstrating high innovation and adaptability to new conditions, they are called to act as a kind of provider of potential effectiveness, which determines the competitiveness of the state. Regions, having the necessary competitive potential, gain the opportunity to obtain competitive advantages over other regions, properly realizing their internal and external capabilities, which ensure the formation of their competitive advantages in the system of socio-economic development of the state.

The development of the competitive potential of the regions of Ukraine in the post-war period determines the articulation of imperative positions that ensure the achievement of the appropriate dynamics of socio-economic development, finding the desired balance between internal resources and external threats, which determine the deconstruction of the new economic reality, which should be formed after the end of the armed conflict. The economy, demography, social and technological sectors are important areas of regional development in this period, which require a strategic approach, and provided that the regions are able to strengthen their positions in these areas, individual territories will be able to localize challenges, and on this basis strengthen their competitive potential. Any deviations of the regions from taking into account the multicomponent strategy for ensuring the development of their competitive potential in the post-war period will characterize a rollback from their competitiveness in defending their opportunities to increase their competitive potential. This is directly related to the "institutional neglect" by the regions of standards and planned indicators that determine the effectiveness of using their resource potential to fulfill the relevant strategic tasks in the field of socio-economic development. Based on this, the expediency of forming a strategic approach to the development of the competitive potential of the regions in the post-war period involves taking into account the efficiency of the activities of economic entities that operate within certain territories, and which determine both positive and negative dynamics of the regions, determining the expediency of additional factors that would provide the desired structural order of stabilization of socio-economic processes.

The subject of the study is the analysis of theoretical, methodological and practical-applied foundations for the formation of a strategic approach to the development of the competitive potential of regions in the post-war period of Ukraine, and on this basis the development of adaptive criteria for ensuring the competitiveness of regions, which would serve as a catalyst for positive transformations in the socio-economic sphere, in particular with regard to the activities of business entities that ensure the innovative development of regions, determine their competitive positions on fixing their competitiveness in promoting competitive imperatives aimed at building the state's economy in the post-war period.

2. Literature Review

The theoretical and methodological identification of the essence of the formation of a strategic approach to the development of the competitive potential of the regions determines the expediency of systematizing the main research concepts devoted to the clarification of the regularities that determine the understanding and strengthening of its resource capabilities. Most of the methodological concepts in this regard are devoted to the identification of structural and functional moments that characterize

the essence of the "competitive potential" and development factors. Of considerable interest in this respect is the concept of J.-J. Lambin, and I. Schuiling, within which a list of "functional moments" is given, which reveal the essence of the "competitive potential of regions", including: the availability of a resource component necessary for the formation of the potential of regions; the availability of tools for the transformation of potential into a factor of real competition; development of the potential of competing market subjects; taking into account influence of external factors and, in this regard, the ability of regions to adapt to the variability of market conditions [1, p. 338]. On the basis of this, scientists have identified the essence of the "competitive potential of the region", which is understood as "a set of natural material, labor, financial and intangible resources and capabilities of objects or business entities, which allows them to gain competitive advantages over other participants of the national market" [1, p. 340]. In view of this, the "competitive potential of regions" is based on the internal and external capabilities of their resource capacity to defend their competitive advantages within the regional and national economic systems.

Methodologically valuable in the context of identifying the essence of the "competitive potential of regions" is the concept of U. Kim, within which the structural elements that determine their ability to compete in the direction of defending interest in their own style of conducting economic activity based on the use of material and intangible resources are indicated. Based on this, the "competitive potential of regions" is determined by internal competitive capabilities of regions and depends on external conditions and factors that affect the sphere of management in individual territories. At the same time, the "internal competitive capabilities of the regions" are determined by the level of their material and intangible resources, where the former are understood as raw materials, labor, technological, financial and informational, and by intangible resources – directly related to the competencies of human potential built into the structure of ensuring the functioning of regions [2, p. 101]. The ability of regions to properly use their capabilities in favor of ensuring their competitive advantages allows them to create unique products that would improve their position in the general market segment, strengthening their competitive potential for the development of the economic sector of the state, especially in crisis situations. In order to implement a clear and consistent strategy for the development of their competitive potential, the regions, according to the scientist, should be endowed with competitive advantages in improving their sales system, constantly updating the range of products and services demanded by consumers and the conditions of socio-economic development. The desire of each region to take the best position in the market of goods prompts them to search for an effective model of concentrated expression of their advantages among market competitors, demonstrating the high profitability of their products. In view of this, the strategy for the development of the competitive potential of the regions is directly related to the manifestation of their competitive advantages as the main goal and result of economic activity, positioning their strongest sides, the regions confirm their uniqueness, which thereby allows them to freely promote their "competitive strategic assets". Occupying high positions in the promotion of products related to high technologies, regions gain competitive advantages in confronting the institutional challenges that accompany the economic development of states in relevant moments of crisis. In this regard, the scientist considers the competitive potential of regions through the prism of their ability not only to resist radical changes, but also the ability to act as a provider of their initiation, which allows them to build their institutional potential, which would allow them to compete with other regions in the system of dynamic development of the market environment.

In the context of developing a strategic approach to the development of the competitive potential of regions, the concept presented by G. Hamel and C. K. Prahalad deserves special interest, who bases the competitive advantages of regions on the ability of them to create intellectual resources, which allows stabilizing market processes, creating specific conditions for their entry not only into the national but also the world markets. Within the framework of this approach, the scientist considers the essence of the competitive potential of regions through expansion of the competitive capabilities of the regions, and this, in turn, requires them to create their own resource base, as a necessary condition for their participation in the competition for the quality of their economic product. Regions effectively use their resource potential to expand their competitive advantages in order to achieve maximum compliance with market conditions, consumer demand, ensuring their competitiveness in the system of competition for product markets. Each region, having both strengths and weaknesses to defend its competitive potential, is called upon to have its own program of long-term development, taking into account the specifics of the market and the conditions that determine its institutional capabilities to achieve a

synergistic effect in defending its competitive advantages. The scientist bases this logic on the fact that "competitive potential is determined by the internal capabilities of regions to strengthen their competitive positions and internal factors that can both contribute to and hinder regions from implementing their own development strategies" [3]. Based on this, scientists have proposed the concept of "coordinated development of competitive potential", which refers to the expansion of internal and external capabilities of regions on the basis of the creation of "strategies" that would serve to increase their competitiveness within the national and global markets. This requires regions to provide effective risk compensation tools and improve the technological level of doing business in order to gain competitive ability to act in accordance with consumers' cognitive processes and external market requirements. The development of the "competitive potential" of the regions, based on their resource potential, requires the regions to participate in the improvement of relevant processes that affect their competitiveness, in particular with regard to the development of innovations that would serve to improve the quality of their assets, which is a determining criterion for the effectiveness of their competitiveness within both the regional system and the national system.

The development of a strategic approach to the development of the competitive potential of the regions is presented in detail in the concept of J.-N. Kapferer, who pointed out the flexibility and efficiency of management of cumbersome organizational and production structures that operate in the respective territories, and which determine their competitiveness to carry out business processes necessary to stabilize the activities of enterprises on which the aggregate result of the region's advantages depends within the general regional system. In this regard, the scientist proceeds from the understanding of competitive strategies, which are the main indicator of the competitive potential of regional development, demonstrating the ability to consistently implement the necessary list of measures aimed at strengthening their internal and external capabilities, which allows them to take a strong market position [4]. The scientist assigns an important role in this process to the state, which is entrusted with the development of an algorithm for the formation of a strategy for the development of the competitive potential of regions, by creating institutional conditions necessary to improve the competitive behavior of regions, building a competitive environment that would help prevent challenges and threats that impede the implementation of competitive opportunities of regions and the competitiveness of their development.

Particular attention should be paid to the formation of a strategic approach to the development of the "competitive potential of regions" by M. Motta, within which its essence and structural indicators in different crisis periods are given, which serve as a condition and a structural factor for reformatting the strategic state management of the competitiveness of regions. Within the framework of this research approach, the "competitive potential of regions" is presented as an important functional condition for ensuring sustainability of the socio-economic system of the region, which includes a set of resources, means that the territories possess and which constitute their competitive advantage in relations with target consumers (population, investors, entrepreneurs) [5, p. 141]. The formation of a strategic approach to the development of the "competitive potential of the regions", in this regard, concerns the strengthening of competitive advantages and the expansion of the competitive positions of the regions, through the transition of the economic system to a qualitatively new level of functioning with the preservation of stabilization indicators of the activities of regional economic entities. This indicates that the influence of the competitive potential of territories on regional competitiveness is ensured through the expansion and strengthening of competitive advantages of regions in the relevant sectors and sectors of the economy, the transfer of their potential capabilities to the mode of ensuring the effectiveness of economic development.

The determining methodological value for identifying the essence of the formation of a strategic approach to the development of the "competitive potential of regions" and the expansion of their competitive advantages in modern conditions of socio-economic development is the approach developed by M. Enright, within which the deterministic dependence between the factor of the resource potential of territories and their economic competitiveness is characterized. Based on this, the scientist has identified the main components elements of the formation of the competitive potential of the regions, which in their entirety ensure the structure of the implementation of the regional economic policy and the sustainability of socio-economic development, including: resource, industrial, innovation and investment potential [6, p. 313]. The presence of the competitive potential of the regions allows them to improve their competitive positions in terms of expanding their resource capabilities and abilities to strengthen their competitiveness, and on the basis of this, ensuring sustainable regional

development. The competitive capabilities of regions are determined by their competitive potential, which is determined by the possibilities of sustainable and effective functioning of the economic system, endowed with external variable conditions that allow them to gain the necessary competitive advantages.

The expansion of the methodological substantiation of the essence of the strategic approach to the development of the competitive potential of regions in the postmodern period is confirmed in detail by the concept of J. Connor, which gives its main factors that determine the expediency of developing long-term programs for strengthening the resource capacity of territories. It is during this period that the subject of methodological articulation is the search for structural elements, functional components of the formation of competitive potential of regions based on the unique resources and opportunities that the territories have. On the basis of this, the scientist has given a multiplicity of components that determine the structure of the competitive potential of regions, which determines the "competitive model of the region", according to which the priorities of regional development and the functioning of the regional economic system are created" [7, p. 64]. In accordance with this, the scientist has developed indicators of economic growth and stability of the functioning of the economic system in the crisis period, which includes the gross regional product, the volume and structure of industry, the level of income of the population, the absence of regional asymmetry between economic entities. Within the framework of this analysis, the scientist proceeds from the expediency of taking into account the interdependence of economic and human potential, as determining structural attributes of the strategic justification of the effectiveness of the "competitive potential of regions". In all historical periods, human potential has been a determining factor in preserving the socio-economic stability of regions, ensuring the competitiveness of the regional economy built on the anthropocentric value of man as a carrier of knowledge, his activity and initiative in promoting innovative projects that strengthen the competitive positions of regions in expanding their competitive advantages and implementing competition as a stabilizing condition for regional economic Development.

The structural and functional analysis of the formation of a strategic approach to the development of the "competitive potential of regions" is presented in the concept of W. Kovacic, which proceeds from the need to substantiate the main constituent elements that ensure the expansion of competitive opportunities and competitive advantages of regions. In this regard, the scientist pointed out the special structural and functional role of the innovation potential of regions, which determines the level of their technological development, turning into a strategic condition for the effectiveness of strengthening their competitive positions, strengthening their competitive advantages into a means of developing the regional and national economy, which not only ensures the growth of incomes, but also guarantees the quality of life of the population [8, p. 91]. The innovation potential of the regions determines the investment potential of the regions, in terms of expanding the competitive attractiveness of the regions as a necessary condition for attracting investments, including the construction of innovative enterprises, the formation of modern economic clusters and infrastructure facilities. The structure of taking into account the essence of the innovation potential of regions, as its competitive advantage, determines the development of their infrastructural capacity to ensure the development of socio-economic systems of territories. Infrastructural capacity as a structural element of the competitive potential of the regions provides for the creation of economically feasible and socially necessary facilities necessary for the stabilization of the life of the population and production processes in the region, subordinating the system of economic activity of the region to the interests of the balanced development of the national economy.

The formation of a strategic approach to the development of the "competitive potential of regions" in the corresponding crisis periods of socio-economic development of states is also presented in the study of G. Klein, who pointed out the special expediency of strengthening the entrepreneurial potential of regions, which determines the potential of their competitiveness in stabilizing the conditions of socio-economic development. In accordance with this, entrepreneurial potential is presented in the concept of the scientist as "multi-level system of resources and opportunities for doing business in the regions", which is carried out on the basis of "risky innovation activity" and favorable socio-economic development of regions, which in its entirety affects the competitiveness of the functioning of the regional business environment [9, p. 1921]. It is the entrepreneurial potential of the regions that determines its competitiveness in providing appropriate guarantees of sustainability of socio-economic development, which thereby forms the sovereignty of the regions to strengthen their competitiveness. In this context, he considers sovereignty as an institutional ability of regions to independently

implement economic development policies and stabilize regional processes. In this regard, we are talking about the autonomy of the ability of regions to create conditions for their self-sufficiency in goods and services, acquiring the necessary production and non-production profitability of economic sectors and its application to ensure the proper level of functioning of regions.

In the context of the analysis of the theoretical and methodological substantiation of the essence of the formation of a strategic approach to the development of the "competitive potential of regions", an important role belongs to the studies of A. Thompson and A. Strickland, who pointed out the diversification potential as a necessary structural condition for strengthening the competitiveness of socio-economic systems of territories. The diversification potential of regions characterized by scientists refers to the capacity of regional economic entities to ensure the permanence of institutional changes aimed at modernizing the relevant processes in the field of improving the efficiency of the production regional system, the effectiveness of responding to market demands, mobility, taking into account economic and financial risks, which in its entirety affects the preservation of the competitiveness of regions [10, p. 371]. In this regard, the structural integrity of the formation of the competitive potential of the regions provides for the strengthening of the restructuring potential of regional economic entities, which is accompanied by a change in the structure of enterprises and the introduction of new organizational and legal functions in accordance with the conditions of market transformation of the regional economy and the war period, when the dynamics of growth in the number of small enterprises is preserved, which allows the regions to maintain their competitiveness, expand their competitive advantages and maintain competitive positions not only within the regional, but also national markets. Taking into account the restructuring potential in the context of the formation of the competitive potential of the regions serves as an important condition for strengthening the competitive positions of depressed regions, ensuring the transformation of their economic potential in accordance with the indicators of development of the regional economy.

The formation of a strategic approach to the development of the competitive potential of the regions in the post-war period of Ukraine determines the expediency of solving the problems related to the definition of criteria for the development of the competitiveness of the regions in defending their competitive advantages to ensure the stable functioning of the regional systems and the national market system. Development of competitive strategies of the regions on the basis of the creation of effective criteria for the resource provision of the activities of the subject's management in the post-war period, providing for the creation of competitive advantages for the regions in achieving the indicators of national development, should lead to the strengthening of their competitive positions, which is necessarily led to the restructuring of the entire economic system. By creating unique consumer products, regional economic entities gain competitive advantages that work to strengthen the competitive potential of the regional system, properly responding to its internal and external requirements, ensuring the desired sustainability of their advantages. The introduction of competitive strategies, ensuring a dynamic change in the regional market, creates appropriate advantages for the regions in terms of protecting the competitive advantages of economic objects and strengthening their competitiveness to stabilize the relevant socio-economic processes, which are deactivated under martial law. Based on the expediency of distinguishing between the strategy for the development of the competitive potential of regions in the post-war period and competitive strategies aimed at developing criteria for the dynamization of socio-economic development, which would serve as a strategic condition for optimizing the competitive behavior of business entities, this allows avoiding a strategic conflict regarding the development of tools for ensuring the sustainability of competitive advantages of regions within the regional and national markets.

3. Problem Statement

The purpose of this article is to analyze the formation of a strategic approach to the development of the "competitive potential of regions" in the post-war period of Ukraine. The achievement of this goal determines the expediency of solving the relevant tasks, namely: to systematize the main indicators of the implementation of competitive advantages of the regions; to develop a strategic model of the competitive potential of the regions in the post-war period, which would provide for the expansion of the resource capabilities of the state to stabilize the processes of socio-economic recovery of the state; to characterize the region as a subject of personification of the "key success factors" in the development of the state's economy in the post-war period, showing its imperative positions to ensure the desired

dynamics of socio-economic development; to show how the regions deviate from the multicomponent strategy for ensuring the development of their competitive potential are reflected in the dynamics of the development of regional markets; to offer tools for conducting competition between regions to stabilize the relevant processes of socio-economic development, expand their institutional capacity to increase their competitive positions in the general segment of the national market.

4. Methods and Materials

Within the framework of the preparation of this study, a number of general scientific and special scientific methods were applied, which in their entirety served to achieve the set goal, including: analysis (the essence of the competitive potential of regions in the context of ensuring the development of the state is revealed), description (factors influencing the development of the competitive potential of regions in the post-war period of Ukraine are studied); comparison (different approaches to the development of the competitive potential of regions are compared, identification of categories of competitive potential and competitive advantages in the context of modern research approaches); analysis (the theoretical and methodological foundations of the study of the tools for the development of competitive potential in the postmodern period are characterized); synthesis (analysis of the development of regional systems in the context of ensuring the development of the state's economy); deduction (the essence and features of the development of the competitive potential of regions in the post-war period are revealed); generalization (the main trends, conditions and factors that affect the strategic development of the competitive potential of regions in crisis conditions are characterized).

5. Results and Discussion

The development of a strategic approach to the development of the competitive potential of the regions in the post-war period concerns, first of all, the introduction of long-term projects and programs aimed at restoring the stabilization dynamics of their functioning, and in accordance with this, the introduction of effective methods for creating sustainable competitive advantages of the regions in defending mobile indicators of growth in the activity of economic entities. Based on this, the question arises regarding the introduction of the latest innovative technologies and expansion of the production skills of the latter, which would serve to strengthen the competitive potential of regions within regional and national markets, their adaptation to the variability of market opportunities, which determine the relevant indicators of competitiveness of economic entities. In this regard, the structural condition for the development of the competitive potential of the regions in the post-war period is the consideration of the relevant criteria for ensuring their sustainable competitive advantages, which allows states to achieve the desired stabilization of the socio-economic sphere in crisis situations. Such criteria within the concept of A. Thompson and A. Strickland include: heterogeneity of resources that ensure the economic efficiency of the region's development; the presence of generative rent, which determines the attraction of additional resources; the impossibility of changing competitors who provide rent; improving the mobility of resources for the development of enterprises, which guarantees them the sustainability of competitive advantages [10]. In the post-war period, the development of Ukraine's economy requires stabilization of relevant processes, based on the development of the competitive potential of regions as a complementary asset capable of providing a clear trajectory of performance based on compliance with organizational and technological standards, which would determine their competitive advantages within both regional and national economic systems. This requires improving the organizational competence of regional enterprises, which would serve to create competitive products and obtain economic rent, which in its entirety would ensure the development of the competitive potential of the regions.

Focusing on the dynamics of the development of "key competencies" of economic entities in the context of developing a strategic approach to the development of the competitive potential of the regions, it is advisable to proceed from their indicative ability to act in accordance with the requirements of the market and "serving new needs" of consumers. The creation and promotion of competitive products by regional economic entities will serve the flexibility of economic innovations on the one hand, and on the other – building a dynamic environment that would ensure mobility, promotion of new products to the market and their competitiveness. In the post-war period of Ukraine, the development of the competitive potential of the regions puts forward one of the requirements for their efficiency,

which concerns the expansion of their adaptive capacity to the dynamic market environment, which would help economic entities to receive economic benefits from the variability of changes taking place in the modern world. This, according to D. J. Teece et al., raise the question of expanding the dynamic capacity of regions in the effectiveness of their response to changes in the external environment, which thereby works for the development of their competitive potential and "adjustment of production factors, expansion of resource competencies of personnel involved in the structure of development of enterprises located within certain territories" [11]. This context indicates the expediency of expansion key competencies of regional business entities in the post-war period of Ukraine, which directly relates to the management of logistics and quality, with the help of which they traditionally create their goods and services, ensuring their competitiveness within the regional system, which at the same time determines the sustainability of their competitive potential.

In the post-war period, economic entities in the region, possessing dynamic abilities necessary for the conditions of new market opportunities, are called upon to implement effective strategies for the development of the competitive potential of regional systems, making adaptive decisions on the transformation of competencies demanded by modern market requirements. In this regard, an important indicator of the development of the competitive potential of the regions, according to C. Montagna should be the introduction of "effective business models as a system of management processes that provide an organizational mechanism for satisfying customer requests, combining resources and achieving maximum economic benefits" [12]. The introduction of tools of effective business models as a stabilizing means of developing the competitive potential of regions serves a long-term projection of expanding the operational capabilities of companies, which in their entirety work for the competitiveness of regions to respond to market changes, creating an appropriate list of innovations that would bring them as close as possible to consumers. This indicates that the development of the competitive potential of the regions in the post-war period of Ukraine should be directly ensured by the competitiveness of regional economic entities, whose competitive advantages are formed on the basis of the implementation of their operational and dynamic abilities to create strategic alternatives that would determine the quality of the dynamics of socio-economic processes.

The analysis of the competitive potential of the regions as a structural indicator of maintaining their competitiveness in the war period allows us to identify the relevant factors that affect the competitiveness of the regions, which in the concept of S. Brenner includes: the possibility of producing their own goods for the regional market, capable of competing with imported products; the introduction of international standards for the production of goods and services for the domestic market; the reduction of losses in the increase in the volume of production of goods; creation of a flexible management system that allows making optimal decisions for full-fledged management, based on the use of the experience of all companies represented within a specific regional economic system [13, p. 640]. According to this, the main indicators of the competitive potential of the regions, which determine their competitiveness, are the following structural elements, including: the internal potential of the regions, which is determined by the security level of life of the population in a certain territory and its ability to properly implement the available resources (financial, production, labor, investment); structural conditioning of the competitive potential of regions by socio-economic factors that determine its competitive positions in the domestic and foreign markets and the dynamics of development; indicative ability of regions to create competitive goods and services in response to market demands and requirements of the population; correlative ability of regions to create institutional conditions for the dynamization of socio-economic development processes; constant increase of the resource potential of the regions, as a structural condition for strengthening their competitiveness, by increasing the appropriate rates of economic development and quality of life of the population.

The development of the competitive potential of the regions of Ukraine in the post-war period determines the articulation of imperative positions that ensure the achievement of the appropriate dynamics of socio-economic development, finding the desired balance between internal resources and external threats, which determine the deconstruction of the new economic reality, which should be formed after the end of the armed conflict. The economy, demography, social and technological sectors are important areas of regional development during this period, and if the regions are able to strengthen their positions in these areas, individual territories will be able to localize challenges, and on this basis strengthen their competitive potential. Any deviations of the regions from taking into account the multicomponent strategy for ensuring the development of their competitive potential in the post-war period will characterize a rollback from their competitiveness in defending their opportunities to

increase their competitive potential. This is directly related to the "institutional neglect" by the regions of standards and planned indicators that determine the effectiveness of using their resource potential to fulfill the relevant strategic tasks in the field of socio-economic development. Based on this, the expediency of forming a strategic approach to the development of the competitive potential of the regions in the post-war period involves taking into account the efficiency of the activities of economic entities that operate within certain territories, and which determine both positive and negative dynamics of the regions, determining the expediency of additional factors that would provide the desired structural order of stabilization of socio-economic processes.

In the context of the analysis of the competitive potential of the regions as a structural indicator of maintaining their competitiveness in the war period, it becomes expedient to develop a holistic mechanism for its strengthening, which concerns the direct expansion of the ability of the regions to achieve economic growth indicators on the basis of institutional rivalry between the regions, which is carried out according to the relevant criteria. To which K. Blanckenburg and A. Geist include: population growth of regions; innovative activity and intellectual potential of regions; increasing the investment attractiveness of the regions; reduction of socio-economic lag; improving the quality of life of the population [14, p. 10]. This requires "actualized participation of the state" in the processes of strengthening the competitive potential of the regions and turning it into an effective condition for their competitiveness in the war period, in terms of adopting state programs aimed at increasing the manageability of the socio-economic, intellectual and natural potentials of the regions. Ensuring the economic sustainability and financial stability of the regions during the war period, based on indicators of a high level and quality of life of the population, is strategically impossible without the competitiveness of the priorities of their development. This indicates that the competitive potential of the regions, acting as "a factor in activating their internal economic potential to achieve tactical and strategic development goals, which ultimately contributes to the level of their competitiveness", is a structural indicator of the ability of the territories to produce products demanded by the domestic and foreign markets. An important role in this process is played by the regional authorities, which are entrusted with the development and implementation of appropriate tools to ensure the competitiveness of regions, creating the necessary socio-economic conditions to ensure sustainable development and improve the quality of life of the population. Dealing with such conditions during the war period is one of the difficult tasks for the functioning of regional economic systems, as it involves taking into account the multiplicity of factors that affect their competitive potential and ensuring their competitiveness. In this regard, we are talking about resource provision of competitiveness of regions, infrastructure, investment and innovation state, entrepreneurial activity to create competitive products and sell them in the domestic and foreign markets. In the conditions of the wartime period of the regional economy of Ukraine, this raises the question of maintaining the leading positions of the regions in the markets, without entering new markets, maintaining, and sometimes maintaining the long-term competitive advantages of the regions in the markets on the basis of expanding their integration, innovation and cluster potential. Such an approach, according to the concept of S. Alves et al., will increase the competitiveness of regions in three main components: 1) increasing the efficiency of the production and economic mechanism of the region; 2) stimulation of investment attractiveness of regions; 3) ensuring a high standard of living of the population [15, p. 20]. Taking into account these components play an important role in the development of tools for strengthening the competitive potential of regions and the competitiveness of their economy, forming new competitive conditions for the activities of economic entities that affect all its levels and spheres.

The search for a competitive strategy to ensure regional development in the post-war period of Ukraine raises the question of the competitiveness of the regions "to demonstrate modern responses to changes in market needs, on the one hand, and on the other hand, the mobility and flexibility of innovations to optimize the processes of economic activity of economic entities. Based on this, the competitive potential of the latter is determined by their strategic ability to respond to the requirements of the external environment, creating competitive products not only for the regional but also for the national market, rationally coordinating their activities, they gain the necessary strategic advantages. According to M. Svensson, the duration of maintaining strategic advantages is based on "the potential for reconfiguration and transformation as an organizational skill that allows enterprises to properly adapt to changes in the external environment, identifying the need for reconfiguration of assets and the implementation of the necessary internal and external transformation of them" [16]. This indicates that the structural condition for the formation of a strategic approach to the development of the competitive

potential of regions in the post-war period will be the ability to conduct economic activity ahead of competitors, owning assets that would serve to strengthen the sustainability of competitive advantages of regional enterprises. M. Konings and F. Hettinga sees an important problem in this respect, characteristic of crisis periods, in "imitation competition", which characterizes the formality of the approach of business entities to perform the functions assigned to them, realizing the privacy of their interests, they give up the strategic effectiveness of their activities to ensure the competitive advantages of the region or the regional system as a whole [17]. To ensure strategic unity between the competitive potential of regional enterprises and competitive potential of regional systems in the post-war period of Ukraine will be one of the most difficult tasks in institutional and technological terms, demonstrating the deepening of the differences in the tools of its development. If in the war period there is a certain inertia of the activities of regional economic entities, then in the post-war period it will be extremely difficult to mobilize it without relying on the strategic effectiveness of the development of the competitive potential of the regions, creating competitive advantages in the relevant areas of economic activity in order to bring their development in line with the requirements of the regional and national markets. This, according to C. Haynes, determines "the need for a combination of resources that would allow enterprises to function, despite the fact that the enterprises themselves do not realize the prospects of their market use and the development of the competitive potential of the regions" [18]. This directly raises the question of ensuring strategic unity between the competitive potential of the regions and the competitive potential of the enterprises that operate within these regions, which in their entirety create the dynamism of the competitive environment [19–21], which ensures the expansion of their competitive advantages, and therefore the stabilization of the conditions of socio-economic development in crisis periods, which directly include the post-war period.

6. Conclusions

The analysis of the formation of a strategic approach to the development of the "competitive potential of regions" in the post-war period of Ukraine made it possible to systematize the main indicators of the implementation of competitive advantages of the regions, on the basis of which a strategic model of the competitive potential of the regions in the post-war period was proposed, which provides for the expansion of the resource capabilities of the state to stabilize the processes of socio-economic recovery of the state; the regions as a subject were shown personification of the "key success factors" in the development of the state's economy in the post-war period, a provider of innovation and adaptability to new conditions, imperative positions are articulated that ensure the achievement of appropriate dynamics of socio-economic development, the establishment of the desired balance between internal resources and external threats that cause the deconstruction of the new economic reality; it is proved that any deviations of the regions from taking into account the multicomponent strategy for ensuring the development of their competitive potential in the post-war period will characterize the rollback of their competitiveness in defending their opportunities to increase their competitive potential; the tools for conducting competition between regions to stabilize the relevant processes of socio-economic development, expand the institutional capacity of regions to increase their competitive positions in the general segment of the national market are presented; the essence of the strategic development of the competitive potential of the regions through the prism of expanding their competitive capabilities in the direction of creating high-tech products has been characterized, on the basis of which the concept of "coordinated development of the competitive potential of the regions" has been identified, which characterizes the expansion of internal and external capabilities of the regions on the basis of the creation of "strategies" that would serve to increase their competitiveness within the national and global markets; A toolkit for the development of a strategic approach to the development of the competitive potential of regions in the post-war period is proposed, which provides for the introduction of long-term projects and programs aimed at restoring the stabilization dynamics of their functioning, and in accordance with this, the introduction of effective methods for creating sustainable competitive advantages of regions in defending mobile indicators of growth in the activity of economic entities, which thereby lays down prerequisites for further study of this problem within the framework of modern state and administrative science.

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