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THE ANALYSIS OF THE SOCIO-ECONOMIC CONDITIONS OF MIGRATION IN THE TRANSCARPATHIAN REGION

In modern conditions migration plays an important role in the development of the countries being a precondition and consequence of social and economic change and the means of formation of new factors of economic growth. An important impact of migration on economic and social development, its increasing scope and intensity in Ukraine and worldwide causes the importance of research of migration processes. Since Transcarpathian region is characterized by the highest level of public participation in labour migration among all regions of Ukraine, methods of marketing research of migration in the region are particularly urgent. The aim of this investigation is to evaluate the economic, demographic and social factors of the development of the region in relation to the migration processes using its casual methods. Imbalance of social and economic development of individual regions,

namely the problem of salary and social security, in relation to excess of labour, differences in opportunities for professional growth creates and activates migration processes in general and labour migration as their special form, in particular. On the other hand, migration causes changes in demographic situation of the region, decrease in labour supply in the labour market, trends of social stratification of population. Since the activity aimed to revise hypotheses concerning causal relationships between the dependent and independent variables, lies in the basis of casual research, as a special form of marketing research, in the given context the study of causal relationships of presented processes with a view to a deeper understanding of migration processes and the subsequent adoption of appropriate solutions for their optimization is of scientific and practical interest.