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THEORETICAL FOUNDATIONS OF STRATEGIC DESIGN OF REGIONAL SUSTAINABLE DEVELOPMENT: ECOLOGICAL AND ECONOMIC ASPECTS

To formulate the general goal of ecological and economic development, the main factor is the presence of government's vision i.e., the idea what the country represents in the present European ecological and economically oriented society – and what it will become in the future, what its goal is and which strategy has to be chosen for the rapid development of the economy. According to the UN reports, at this stage of society development – ecology and economy – are two wings that lead modern country into the future.

Strategic vision is a perfect idea of the desired image of a modern, comprehensive understanding of the events and the future strategic environment. It must motivate to achieve the desired image.

The results of studies of the impact factors on the development of the regions were reflected in works of a number of authors including: Boholiubov V.S., Vasyliieva N.V., Hazyzullin N.F., Malieieva T.V., Rokhchyna V.E., Shopenko D.V.

The main question of this strategy is: “How do we see our country, what are we going to do, and what do we want to achieve?” Strategic

vision involves answers to this question. Unlike the mission of vision – a prospect, target coordinates of the country's condition in the future, its project vision. Every citizen sees prospects of the country as loyal, inspired and involved in its development and knows the answer to the question: “Why should we do this?”

Use of economic and mathematical modeling allows optimizing the process of strategic planning, analysis and management. Economic and mathematical modeling orders and reduces the flow of information coming in the study of the internal environment of the region, which greatly improves the efficiency of strategic management at regional enterprises. The study of economic processes in regional enterprises using economic and mathematical modeling allows evaluating the level of effectiveness of the company for the past period and predicting the effect of implementation of certain management measures.

Given the specificity of the industry – analysis of the external environment in most cases may be done only by subjective methods of

assessment of the external environment of the region. Thus, today, the researches study the formulation of a common approach to modeling environmental and economic processes of regional enterprises with maximum consideration of the impact of environmental factors and possible inclusion of constraints of enterprises that originate from areas of the environment (environmental, social, economic, political, technological) in the structure of the problem of constraints modeling.