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# AXIOLOGICAL APPROACHES FOR GROUNDING OF STRATEGIC BENCHMARKS OF REGION DEVELOPMENT AS A BASIS FOR STATE REGULATION DIRECTING

Society is an entire social organization of human vital activity, which historically appeared and is continuously developing; it represents a system of various mutually causal relations. Each independent state is interested in progressive development and well-being of its society. Its importance for general state and consciousness of nation increases in conditions of intensification of European integration processes, political and socio-economic transformations in Ukraine, in particular, in epoch of radical ("stormy") changes that starts at the beginning of the third millennium. Perspectives of formation of such an environment in Ukraine in the context of civilizational movement to the principally another development level – from inertial-resource model of economic growth, which prevails for a thousand years, to social-oriented model of economic development on the innovative (post-industrial) basis– require a new viewing on the role and place of a concrete human in society. Providing of the process of economic stability and growth in Ukraine is possible on the assumption of directing of state top-priority actions not to the solving of present, but strategic tasks of society. Thus, the region strategic benchmarks should be the foundation of region state economic policy.

The aim of the research is an analysis of approaches for grounding of strategic benchmarks of region development as a basis for state regulation directing.

Considering conceptions of socio-economic development of society, it can be said that all types of resources influence on the increasing of socio-economic processes of the region. It means that their development will increase GDP and promote the economic growth. Such an approach allows determining of modern civilization as a tool of self-organization of society's vital activity on the basis of determined level development of a human. It should be noted that if in traditional society the main capital was a land, in industrial – natural resources, and later – technologies, than in post-industrial one the more importance is obtaining by human resources and qualitative characteristics of human life.

Thus, the end of the XX – beginning of the XXI centuries is marked by transition to the new society development paradigm, in which Ukraine is initiating a state regional policy that is based on the European

values, oriented to increasing of economic and social living standards for every citizen. An especial role is acquiring by economic base of territories development that has to correspond with the key task posed ahead of the state – strengthening of regional development's social constituent, which foresees the ensuring of national regulations and state social guarantees of adequate standard of living of the population. At the same time it is worth to proceed from the understanding that modern principles of formation of socio-economic policy of the state are oriented to the human development priority, which focus are a human, human needs and development. Generalizing indicators of effectiveness and efficacy of the state policy, in particular social, are indicators of socio-economic development. Thus, on the one hand, development of region's socio-economic processes and ensuring of living standard increasing on this basis is the aim of socio-economic development of the region, and on the other side, is the main task and criterion of regional authorities' activities.

In the absence of necessary centralized support from the direction of the state, regions face a problem of effective an adequate regional police, which is directed to the reformation of economy and attracting of investment, developing and implementation of plans for territories development, which would lean not on state financial resources, but count on local potential use. For it there is a necessary of studying and assessing, on the one hand, of interregional interests and needs, and on the other hand, assessing of own opportunities of their satisfaction based on the use of existent socio-economic processes of the region's population, which probably should become a perspective of further investigations in this field.

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