

# Differentiation Content Analysis of Socio-Economic Development of Regions of Country

---

Andrić, Berislav; Shtuler, Iryna; Serzhanov, Vitaliy

Source / Izvornik: **Proceedings of 46th International Scientific Conference on Economic and Social Development - "Sustainable Tourist Destinations", 2019, 12 - 18**

Conference paper / Rad u zborniku

Publication status / Verzija rada: **Published version / Objavljena verzija rada (izdavačev PDF)**

Permanent link / Trajna poveznica: <https://urn.nsk.hr/urn:nbn:hr:112:962593>

Rights / Prava: [In copyright](#) / [Zaštićeno autorskim pravom.](#)

Download date / Datum preuzimanja: **2025-02-06**



**VELEUČILIŠTE U POŽEGI**  
STUDIA SUPERIORA POSEGANA

Repository / Repozitorij:

[Repository of Polytechnic in Pozega - Polytechnic in Pozega Graduate Thesis Repository](#)



Varazdin Development and Entrepreneurship Agency  
in cooperation with  
University North  
Faculty of Management University of Warsaw  
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat



# Economic and Social Development

46<sup>th</sup> International Scientific Conference on Economic and Social Development –  
"Sustainable Tourist Destinations"

## Book of Proceedings

Editors:

Marin Milkovic, Damira Kecek, Khalid Hammes



ISSN 1849-7535



9 771849 753006 >

Varazdin, 24-25 October 2019

**Varazdin Development and Entrepreneurship Agency**  
in cooperation with  
**University North**  
**Faculty of Management University of Warsaw**  
**Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat**

Editors:  
**Marin Milkovic, Damira Kecek, Khalid Hammes**

**Economic and Social Development**  
46<sup>th</sup> International Scientific Conference on Economic and Social Development –  
"Sustainable Tourist Destinations"

**Book of Proceedings**

Varazdin, 24-25 October 2019

**Title** ■ Economic and Social Development (Book of Proceedings), 46<sup>th</sup> International Scientific Conference on Economic and Social Development - "Sustainable Tourist Destinations"

**Editors** ■ Marin Milkovic, Damira Kecek, Khalid Hammes

**Scientific Committee / Programski Odbor** ■ Marijan Cingula (President), University of Zagreb, Croatia; Sandra Raquel Alves, University of Aveiro, Portugal; Ayuba A. Aminu, University of Maiduguri, Nigeria; Anona Armstrong, Victoria University, Australia; Gouri Sankar Bandyopadhyay, The University of Burdwan, Rajbati Bardhaman, India; Haimanti Banerji, Indian Institute of Technology, Kharagpur, India; Elisabeth de Jesus Oliveira Brito, University of Aveiro, Portugal; Alla Bobyleva, The Lomonosov Moscow State University, Russia; Leonid K. Bobrov, State University of Economics and Management, Novosibirsk, Russia; Rado Bohinc, University of Ljubljana, Slovenia; Zeki Atil Bulut, Dokuz Eylul University, Turkey; Adnan Celik, Selcuk University - Konya, Turkey; Angelo Maia Cister, Federal University of Rio de Janeiro, Brazil; Alexey Chernov, RUDN University, Russian Federation; Przemyslaw Chmielecki, Higher Baptist Theological Seminary in Warsaw, Poland; Mirela Cristea, University of Craiova, Romania; Sreten Cuzovic, University of Nis, Serbia; Oguz Demir, Istanbul Commerce University, Turkey; T.S. Devaraja, University of Mysore, India; Onur Dogan, Dokuz Eylul University, Turkey; Darko Dukic, University of Osijek, Croatia; Gordana Dukic, University of Osijek, Croatia; Alba Dumi, Vlora University, Vlore, Albania; Ksenija Dumcic, University of Zagreb, Croatia; Galina Pavlovna Gagarinskaya, Samara State University, Russia; Fran Galetic, Zagreb University, Croatia; Mirjana Gligoric, Faculty of Economics, Belgrade University, Serbia; Mehmet Emre Gorgulu, Afyon Kocatepe University, Turkey; Klodiana Gorica, University of Tirana, Albania; Aleksandra Grobelna, Gdynia Maritime University, Poland; Liudmila Guzikova, Peter the Great Saint-Petersburg Polytechnic University, Russia; Anica Hunjet, University North, Koprivnica, Croatia; Oxana Ivanova, Ulyanovsk State University, Ulyanovsk, Russia; Irena Jankovic, Faculty of Economics, Belgrade University, Serbia; Lara Jelenc, University of Rijeka, Croatia; Myrli Jones, Radford University, USA; Gorazd Justinek, Graduate School of Government and European Studies, Slovenia; Hacer Simay Karaalp, Pamukkale University, Turkey; Grzegorz Karasiewicz, University of Warsaw, Poland; Dafna Kariv, The College of Management Academic Studies, Rishon Le Zion, Israel; Salih Katircioglu, Eastern Mediterranean University, Northern Cyprus, Turkey; Hilal Yildirim Keser, Uludag University, Bursa, Turkey; Sophia Khalimova, Institute of Economics and Industrial Engineering of Siberian Branch of Russian Academy of Science, Novosibirsk, Russia; Marina Klacmer Calopa, University of Zagreb, Croatia; Vladimir Kovsca, University of Zagreb, Croatia; Goran Kozina, University North, Koprivnica, Croatia; Dzenan Kulovic, University of Zenica, Bosnia and Herzegovina; Robert Lewis, Les Roches Gruyere University of Applied Sciences, Bulle, Switzerland; Ladislav Lukas, Univ. of West Bohemia, Faculty of Economics, Czech Republic; Pascal Marty, University of La Rochelle, France; Vaidotas Matutis, Vilnius University, Lithuania; Marjana Merkač Skok, GEA College of Entrepreneurship, Ljubljana, Slovenia; Daniel Francois Meyer, North West University, South Africa; Gabriela Mezeiova, Slovak Centre of Scientific and Technical Information, Slovak Republic; Marin Milkovic, Rector, University North, Koprivnica, Croatia; Raquel Filipa do Amaral Chambre de Meneses Soares Bastos Moutinho, University of Porto, Portugal; Zlatko Nedelko, University of Maribor, Slovenia; Gratiela Georgiana Noja, West University of Timisoara, Romania; Zsuzsanna Novak, Corvinus University of Budapest, Hungary; Alojzy Z. Nowak, University of Warsaw, Poland; Tomasz Ochowski, University of Warsaw, Poland; Mislav Ante Omazic, University of Zagreb, Croatia; Barbara Herceg Paksic, University of Osijek, Croatia; Vera Palea, Universita degli Studi di Torino, Italy; Dusko Pavlovic, Libertas International University, Zagreb, Croatia; Igor Pihir, University of Zagreb, Croatia; Dinko Primorac, University North, Koprivnica, Croatia; Zeljka Primorac, University of Split, Croatia; Mirosław Przygoda, University of Warsaw, Poland; Karlis Purmalis, University of Latvia, Latvia; Nicholas Recker, Metropolitan State University of Denver, USA; Kerry Redican, Virginia Tech, Blacksburg, USA; Humberto Ribeiro, University of Aveiro, Portugal; Robert Rybnicek, University of Graz, Austria; Amelia Cristina Ferreira da Silva, Polytechnic of Porto, Portugal; Tomasz Studzieniecki, Gdynia Maritime University, Poland; Elzbieta Szymanska, Bialystok University of Technology, Poland; Katarzyna Szymanska, The State Higher School of Vocational Education in Ciechanow, Poland; Jan Turyna, University of Warsaw, Poland; Ilaria Tutore, University of Naples Parthenope, Italy; Rebeka Danijela Vlahov, University of Zagreb, Croatia; Ilko Vrankic, University of Zagreb, Croatia; Stanislaw Walukiewicz, Bialystok University of Technology, Poland; Thomas Will, Agnes Scott College, USA; Li Yongqiang, Victoria University, Australia; Peter Zabielskis, University of Macau, China; Tao Zeng, Wilfrid Laurier University, Waterloo, Canada; Grzegorz Zimon, Rzeszow University of Technology, Poland; Snezana Zivkovic, University of Nis, Serbia.

**Review Committee / Recenzentski Odbor** ■ Marina Klacmer Calopa (President); Ana Aleksic; Sandra Raquel Alves; Ayuba Aminu; Mihovil Andjelinovic; Josip Americ; Lidija Bagaric; Tomislav Bakovic; Sanja Blazevic; Leonid Bobrov; Ruzica Brečić; Anita Čeh Casni; Iryna Chernysh; Mirela Cristea; Oguz Demir; Jasmina Dvorski; Stjepan Dvorski; Robert Fabac; Ivica Filipovic; Sinisa Franjic; Fran Galetic; Mirjana Gligoric; Tomislav Globan; Anita Goltnik Urnaut; Tomislav Herceg; Irena Jankovic; Emina Jerkovic; Dafna Kariv; Oliver Kesar; Hilal Yildirim Keser; Tatjana Kovac; Vladimir Kovsca; Angelo Maia Cister; Katarina Marosevic; Vaidotas Matutis; Marjana Merkač Skok; Josip Mikulic; Ljubica Milanovic Glavan; Daniel Francois Meyer; Natanya Meyer; Guenter Mueller; Ivana Nacinovic Braje; Zlatko Nedelko; Gratiela Georgiana Noja; Zsuzsanna Novak; Alka Obadic; Claudia Ocrean; Igor Pihir; Najla Podrug; Vojko Potocan; Dinko Primorac; Zeljka Primorac; Sandra Renko; Humberto Ribeiro; Vlasta Roska; Souhaila Said; Armando Javier Sanchez Diaz; Tomislav Sekur; Lorena Skufflic; Mirko Smoljic; Petar Soric; Mario Spremic; Joanna Stawska; Matjaz Stor; Tomasz Studzieniecki; Lejla Tijanic; Daniel Tomic; Boris Tusek; Rebeka Daniela Vlahov; Ilko Vrankic; Thomas Will; Zoran Wittine; Tao Zeng; Grzegorz Zimon; Snezana Zivkovic; Berislav Zmuk.

**Organizing Committee / Organizacijski Odbor** ■ Domagoj Cingula (President); Djani Bunja; Marina Klacmer Calopa; Spomenko Kesina; Erlino Koscak; Mirosław Przygoda; Michael Stefulj; Rebeka Danijela Vlahov; Sime Vucetic.

**Publishing Editors** ■ Spomenko Kesina, Mario Vrazic, Domagoj Cingula

**Publisher** ■ **Design** ■ **Print** ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / University North, Koprivnica, Croatia / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco

**Printing** ■ Online Edition

**ISSN 1849-7535**

The Book is open access and double-blind peer reviewed.

Our past Books are indexed and abstracted by ProQuest, EconBIZ, CPCI (Web of Science) and EconLit databases and available for download in a PDF format from the Economic and Social Development Conference website: <http://www.esd-conference.com>

© 2019 Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia; University North, Koprivnica, Croatia; Faculty of Management University of Warsaw, Warsaw, Poland; Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco. All rights reserved. Authors are responsible for the linguistic and technical accuracy of their contributions. Authors keep their copyrights for further publishing.

## **CONTENTS**

<b>ETIS DESTINATION MANAGEMENT SUSTAINABILITY MEASUREMENT SYSTEM ON THE EXAMPLE OF MEDIMURJE COUNTY .....</b>	<b>1</b>
Vesna Haluga, Ana Globocnik Zunac, Rudi Grula	
<b>DIFFERENTIATION CONTENT ANALYSIS OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS OF COUNTRY .....</b>	<b>12</b>
Berislav Andric, Shtuler Iryna, Serzhanov Vitaliy	
<b>THE LEGAL ENVIRONMENT OF BUSINESS WITH RESPECT TO CHANGES IN INCOME TAX.....</b>	<b>18</b>
Ivana Martincevic, Goran Kozina, Mario Matic	
<b>RESEARCH OF IMPACT FACTORS ON BEHAVIOR OF MILLENNIALS IN ONLINE BUYING .....</b>	<b>24</b>
Lucija Leljak, Damir Dobrinic	
<b>APPLIED REGRESSION ANALYSIS FOR PRIVATE EQUITY FUNDS .....</b>	<b>34</b>
Petar Misevic, Hrvoje Volarevic, Marko Peric	
<b>APPLYING GAME THEORY TO THE EXAMPLE OF AXELROD'S TOURNAMENT .....</b>	<b>43</b>
Damira Dukec, Damira Kecek, Ivana Zic	
<b>SPECIFICS OF RETAIL SUPPLY CHAIN MANAGEMENT .....</b>	<b>51</b>
Davor Dujak	
<b>ON MATTERS OF ECONOMIC AND POLITICAL INEQUALITY IN THE CONTEXT OF DIGITAL POLICIES: THE ROLE OF JOURNALISM .....</b>	<b>61</b>
Marina Biti, Iva Rosand Zigo	
<b>STATE AID AND TAX RULINGS ISSUED BY EU MEMBER STATES IN SELECTED CASES .....</b>	<b>69</b>
Doris Beganovic, Nenad Rancic, Ozren Pilipovic	
<b>DESIGNING THE COMPLETE ICT SOLUTION FOR A MODERN MANUFACTURING COMPANY.....</b>	<b>79</b>
Dunja Srpak, Ivan Sumiga, Josip Srpak, Ladislav Havas	
<b>INFLUENCE OF STUDENT SATISFACTION WITH COMMUNICATION DIMENSION ON THE OVERALL SATISFACTION WITH STUDY.....</b>	<b>89</b>
Emina Terzic, Goran Kozina	
<b>FURTHER DIFFERENTIATING FACTORS OF GAMERS' HEXAD PLAYER TYPES .....</b>	<b>98</b>
Flora Poecze, Ante Roncevic, Sanja Zlatic	

<b>GENDER AND SCHOOL TEXTBOOKS: FIRST YEAR BACCALAUREATE FRENCH SYLLABUS.....</b>	<b>109</b>
Sadik Maliki, Marya Khtira	
<b>DEVELOPMENT OF INTERNATIONAL TRADE IN SERVICES AND ISSUES OF STATISTICAL MONITORING AND RECORDING .....</b>	<b>116</b>
Zrinka Lackovic Vincek, Vlatka Bilas, Ivana Dvorski Lackovic	
<b>A DIGITAL PLATFORM TO ENHANCE PUBLIC MANAGEMENT BY DELIVERING FINANCIAL AWARENESS TO LOCAL COMMUNITIES: THE TACLARO PROJECT.....</b>	<b>125</b>
Amelia Ferreira da Silva, Sandrina Teixeira, Maria Jose Angelico Goncalves, Telma Maia, Humberto Ribeiro	
<b>IMPLEMENTATION OF BUSINESS PROCESS REENGINEERING METHODS TO ENTERPRISES - OMICRON D.O.O. AND KUŠTELEGA D.O.O. ....</b>	<b>139</b>
Anica Hunjet, Andreja Borscak, Lea Kustelega	
<b>POSITION OF PRAGUE ON THE INTERNATIONAL TOURISM MARKET .....</b>	<b>152</b>
Jiri Vanicek	
<b>EFFECTIVENESS OF MANAGERIAL COMMUNICATION - EMPLOYEES' POINT OF VIEW.....</b>	<b>159</b>
Karmen Buljat, Jadranka Ivankovic	
<b>THE CITY AS THE LEADER OF SUSTAINABLE DEVELOPMENT.....</b>	<b>168</b>
Jerko Glavas	
<b>DIGITALIZATION CREATES A NEW PARADIGM OF THE GLOBAL MUSIC INDUSTRY: THE TRADITIONAL MUSIC INDUSTRY IS UNDER PRESSURE OF THE STREAMING PLATFORMS.....</b>	<b>179</b>
Josko Lozic	
<b>INFLUENCE OF SMART CITY COMPONENTS ON COMPETITIVENESS OF TOURISM DESTINATION.....</b>	<b>191</b>
Kresimir Buntak, Maja Mutavdzija, Ivana Martincevic	
<b>KNOWLEDGE MANAGEMENT: CASE OF CROATIA.....</b>	<b>197</b>
Ljubica Milanovic Glavan, Lucija Ivancic	
<b>SUSTAINABLE ENTREPRENEURSHIP AND RELATED DESTINATIONS, LITERATURE REVIEW FOR RESEARCH IMPLICATION .....</b>	<b>204</b>
Ana Malnar, Katja Crnogaj	
<b>SUBJECTS OF LEGAL REGULATION – DIFFERENT APPROACHES OF COMPETITION, PUBLIC PROCUREMENT AND CORPORATE LAW.....</b>	<b>210</b>
Katarina Kalesna, Maria T. Patakyova	
<b>MISSELLING IN THE FINANCIAL SECTOR - THE EXAMPLE OF THE UNITED KINGDOM AND POLAND.....</b>	<b>220</b>
Marta Padaszynska	

<b>MEASURING THE IMPACT OF SELF-EMPLOYMENT SUBSIDIES ON UNEMPLOYMENT IN CROATA</b> .....	<b>230</b>
Kristina Marsic, Anica Hunjet, Tena Sumski	
<b>EMERGENCE OF WINE TOURISM AND ITS DEVELOPMENT IN UKRAINIAN TRANSCARPATHIA</b> .....	<b>238</b>
Nazar Kudla, Mykhaylo Hamkalo	
<b>THE PROSPECTS OF SHANGHAI COOPERATION ORGANIZATION TURNING INTO A COUNTERWEIGHT TO THE NATO ALLIANCE</b> .....	<b>248</b>
Bostjan Peternelj, Petar Kurecic, Lara Kauss	
<b>BUSINESS VALUATION OF THE STATE-OWNED COMPANIES: THE CASE OF KOSOVO TELECOM</b> .....	<b>256</b>
Florin Aliu, Artor Nuhiu, Emad Attia Mohammed Omran, Fisnik Aliu	
<b>EXPERIENCE ECONOMY AND TOURISM</b> .....	<b>265</b>
Aljosa Vitasovic, Mauro Dujmovic	
<b>WORKER’S REMMITANCES FROM ABROAD – INCREASINGLY IMPORTANT SOURCE OF DOMESTIC CONSUMPTION GROWTH</b> .....	<b>276</b>
Zvonimir Savic, Petar Misevic, Luka Burilovic	
<b>TAX COMPLIANCE MODEL: AN INTERVENTIONIST STUDY TO ENHANCE FINANCIAL SUSTAINABILITY</b> .....	<b>286</b>
Alessandra Segatelli, Liliane Cristina Segura, Henrique Formigoni, Rute Abreu, Sandra Raquel Alves	
<b>DIGITAL TRANSFORMATION - THE IMPLEMENTATION PROCESS IN THE CASE OF THE CROATIAN CHAMBER OF ECONOMY (CCE)</b> .....	<b>311</b>
Tomislav Rados, Sanja Simic, Petar Misevic	
<b>THE APPLICATION OF TRIPLE BOTTOM LINE CONCEPT IN TOURISM WITH THE EMPHASIS ON THE HOTEL INDUSTRY</b> .....	<b>322</b>
Ivana Bujan, Damira Kecek	
<b>IMPACT OF TRADITIONAL AND DIGITAL MARKETING ON CONSUMER PERCEPTION</b> .....	<b>330</b>
Ante Roncevic, Tina Lukcic, Paula Spoljaric	
<b>CROSS-BORDER TOURIST DESTINATIONS IN EUROPE - GENESIS, ESSENCE AND PROMOTION</b> .....	<b>341</b>
Tomasz Studzieniecki, Eduardas Spiriajevas	
<b>THE IMPORTANCE OF IDENTIFYING OPPORTUNITIES AND RISK IN ENSHURING BUSINESS CONTINUITY</b> .....	<b>354</b>
Kresimir Buntak, Matija Kovacic, Vesna Sesar	
<b>THE ROLE OF TRANSPORT DECARBONIZATION IN THE CROATIAN ECONOMY AND TOURISM</b> .....	<b>361</b>
Dalibor Pudic, Igor Grozdanic, Zoran Dojcinovic	

<b>THE PROCESS OF FINANCIALIZATION IN GROUPS OF EUROPEAN UNION MEMBER STATES .....</b>	<b>368</b>
Tomasz Florczak	
<b>SOCIAL ECONOMIC COMPLEX VALUE OF AMENITIES AS MEASURE OF BIDS FOR THE USE OF ITALIAN PUBLIC SEASIDES .....</b>	<b>376</b>
Pasquale Balena, Alessandro Bonifazi, Felicia di Liddo, Carmelo Maria Torre	
<b>STAKEHOLDER DIALOGUE IN THE DEVELOPMENT OF SUSTAINABLE TOURIST DESTINATIONS.....</b>	<b>386</b>
Anica Hunjet, Goran Kozina, Dijana Vukovic	
<b>A MODEL FOR ASSESSING CUSTOMERS' PERCEPTIONS TOWARDS FUNCTIONAL FOOD.....</b>	<b>398</b>
Jose Joao Oliveira, Humberto Ribeiro	
<b>NEW PERSPECTIVES ON FAMILY FIRMS AND CORPORATE GOVERNANCE</b>	<b>408</b>
Fernando Nascimento Zatta, Liliane Cristina Segura, Henrique Formigoni, Rute Abreu, Sandra Raquel Alves	
<b>MOBBING AS A SOCIOLOGICAL AND COMMUNICATION PHENOMENON - NEED TO OPEN MOBBING VICTIMS CENTER .....</b>	<b>425</b>
Stela Novak, Mladen Greguras, Damira Dukec	
<b>MOROCCAN-AFRICAN REVIEW: WHAT ARE THE RESULTS IN 2017-2019? ...</b>	<b>435</b>
Bahha Meryeme, Nechad Abdelhamid	



## **DIFFERENTIATION CONTENT ANALYSIS OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS OF COUNTRY**

**Berislav Andrić**

*Professor at Polytechnic in Pozega, Croatia  
bandrlic@vup.hr*

**Shtuler Iryna**

*Professor at National Academy of Management, Ukraine  
shkirka2002@ukr.net*

**Serzhanov Vitaliy**

*Associate Professor at Uzhgorod National University, Ukraine  
vitaliy.serzhanov@gmail.com*

### **ABSTRACT**

*The article analyzes the content analysis of differentiation of socio-economic development of the regions of the country. The list of indicators that form groups for assessing the socio-economic development of the regions of the country is given. Grouping of indicators-indicators of socio-economic development of the regions of the country. Using the methods of content analysis, we have selected indicators that characterize the socio-economic development of the regions of the country. In accordance with the selected groups of indicators of socio-economic development of regions, the identification of types of regions of the country is proposed. The author's method of differentiation of socio-economic development of the regions of the country is presented. It is established that the study was conducted is the basis for developing recommendations for improving the country's Socio-Economic Development Program for the harmonious development of its regions.*

**Keywords:** *region, differentiation, socio-economic development, public relations, content analysis*

### **1. INTRODUCTION**

Socio-economic development of the regions of the country is one of the most important indicators of the national economic system of the country, which characterizes its dynamic and effective development as a whole. In order to stimulate socio-economic development in a proper and effective way, the country needs to develop a Program of socio-economic development of the regions using all possible tools, measures and mechanisms. There are several factors behind the increased differentiation in the socio-economic development of the country's regions. These include: lack of a systematic approach to the formation and implementation of national policies, lack of use of regional development potentials, imperfection of public administration and regulation, inefficiency of strategies for socio-economic development of the country's regions, etc. All this makes it impossible to create conditions, use tools, take measures and implement mechanisms for balanced socio-economic development of the regions of the country, increase the efficiency of using their potential and effectiveness of the adopted state decisions.

### **2. METHOD OF RESEARCH OF THE PROCESS OF ASSESSMENT OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS OF COUNTRY**

Given the large number of approaches to the selection of indicators that characterize the socio-economic development of the regions of the country and determine their differentiation, it is advisable to analyze the indicators, identified by leading researchers, economists. The results obtained, namely indicators-indicators, are organized into qualification groups, which greatly

facilitate the selection and reflect the method of formation of differentiation of socio-economic development of the regions of the country. (Table 1)

*Table 1: List of indicators that form groups for assessing the socio-economic development of the regions of the country (Balabanova, 2013, p. 52; Gorbatov, 2016, p.46; Mykolaychuk, 2008, p.62)*

Indicators	Group
Population, Average life expectancy at birth, Economically active population, Population growth, Number of births, Number of deaths, Migration of population	population and migration
Number of registered unemployed, Duration of registered unemployment, Ratio of number of created and liquidated jobs, Employment of unemployed citizens, Number of full-time employees, Number of workers who were in forced part-time employment, Number of employees, employed on the job, the movement of personnel, the use of workers' working time	employment and unemployment
Average monthly salary of full-time employees, Real wages, Debt arrears, Debt on payment of a single contribution to compulsory state social insurance, Structure of the payroll of full-time employees, Population income	remuneration and social and labor relations
Secondary education, Graduation of secondary schools, Vocational schools, Higher education institutions, Number of students of higher educational establishments, Preschool educational institutions, Cultural and art institutions, Securing of population	education and culture
Number of pensioners, Average pensions, Number of persons with disabilities, Housing security	the social protection
Number of criminal offenses	justice and crime
Number of enterprises, Volume of realized production (goods, services) of enterprises, Financial results of enterprises before tax, Net profit (loss) of enterprises, Share of unprofitable enterprises, Profitability of operating activities of enterprises	activity of enterprises
Capital investment, Housing investment	capital investments
Agricultural production index, Volume of agricultural products	agriculture, forestry and fisheries
Utilization of heat and electricity	energy
Industrial production index, Industrial output, Mining output	industry
Index of construction products, Volume of construction works completed, Total area of residential buildings commissioned	construction
Turnover, Passenger traffic, Density of public roads with hard surface, Density of public tracks, Volume of services provided in the field of telecommunications and mail, Number of Internet users	transport and communication
Number of hotels and other places for temporary accommodation, Children's health and wellness establishments, Number of health resorts and sanatoriums,	tourism
Retail turnover, Wholesale turnover, Cost of fixed assets	entrepreneurship
Exports, Imports, Share of foreign trade turnover in gross regional product	foreign economic activity
Consumer Price Index	consumer prices
Expenditure on R&D, Number of researchers involved in the implementation of research and development, Costs of innovation	science, technology and innovation

According to the regulatory documents that form the methodology for assessing the differentiation of socio-economic development of the regions of the country, the following indicators are defined:

- volume of gross regional product per person;
- volume of industrial products sold per person;
- the volume of gross agricultural output per person (at comparable prices);
- volume of investments in fixed capital for one person;
- volume of construction work performed per person;
- volume of foreign direct investment per person;
- the amount of taxes and fees (compulsory payments) to budgets and state trust funds per person;
- the amount of local budget revenues without transfers (general and special fund) per person;
- volume of export of goods per person;
- the average monthly wage of employees;
- the amount of arrears of wages per employee;
- unemployment rate among the able-bodied population;
- the level of providing housing to the population based on the number of m<sup>2</sup> of total area per person;
- crime rate per 10,000 population;
- average size of pensions;
- ratio of the number of pensioners to the average number of employees. (Noskova, 2013, p. 206; Storongyanska, 2008, p. 80)

Thus, having conducted a content analysis of the indicators of socio-economic development of the regions, we consider it expedient to include indicators that reach a frequency of not more than 50% for further consideration. Such indicators-indicators characterizing the socio-economic development of the regions of the country were: in alov regional product, population, economically active population, number of births, number of registered unemployed, number of full-time employees, average monthly wage of full-time workers, income of the population, output (goods and services), net income (loss) of companies, capital investment, industrial output, provision of housing, Exports, imports, consumer price index, the cost of innovation. The results of the content analysis can be divided into the groups presented in Fig. 1. According to the peculiarities of the use of correlation-regression analysis, some of the proposed indicators may be removed from the study in order to prevent the phenomenon of multicollinearity (Kulinic 2007, p. 350).

*Figure following on the next page*

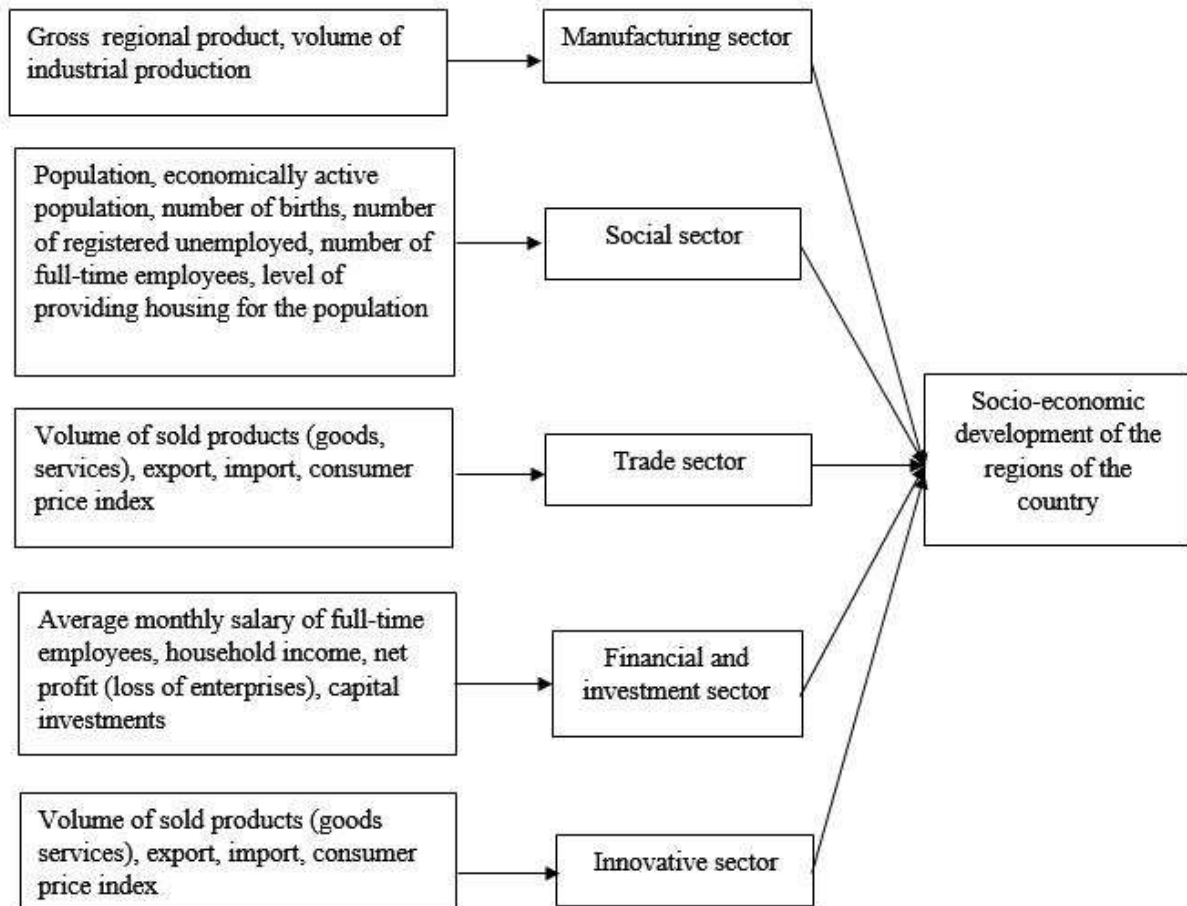


Figure 1: Grouping of indicators of socio-economic development of the regions of the country by the results of content analysis (Balabanova, 2013, p.53; Noskova, 2013, p. 206)

### 3. DIFFERENTIATION OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS OF COUNTRY

In accordance with the selected groups of indicators of socio-economic development of regions, it is proposed to identify such types of regions of the country as "production-oriented region", "socially-oriented region", "trade-oriented region", "financial-investment-oriented region", "innovatively oriented". If the multivariate regression equation contains several weighting equivalents belonging to different groups of indicators, such region is identified as "mixed". In Fig. 2. the author's method of differentiation of socio-economic development of the regions of the country is clearly presented.

Figure following on the next page

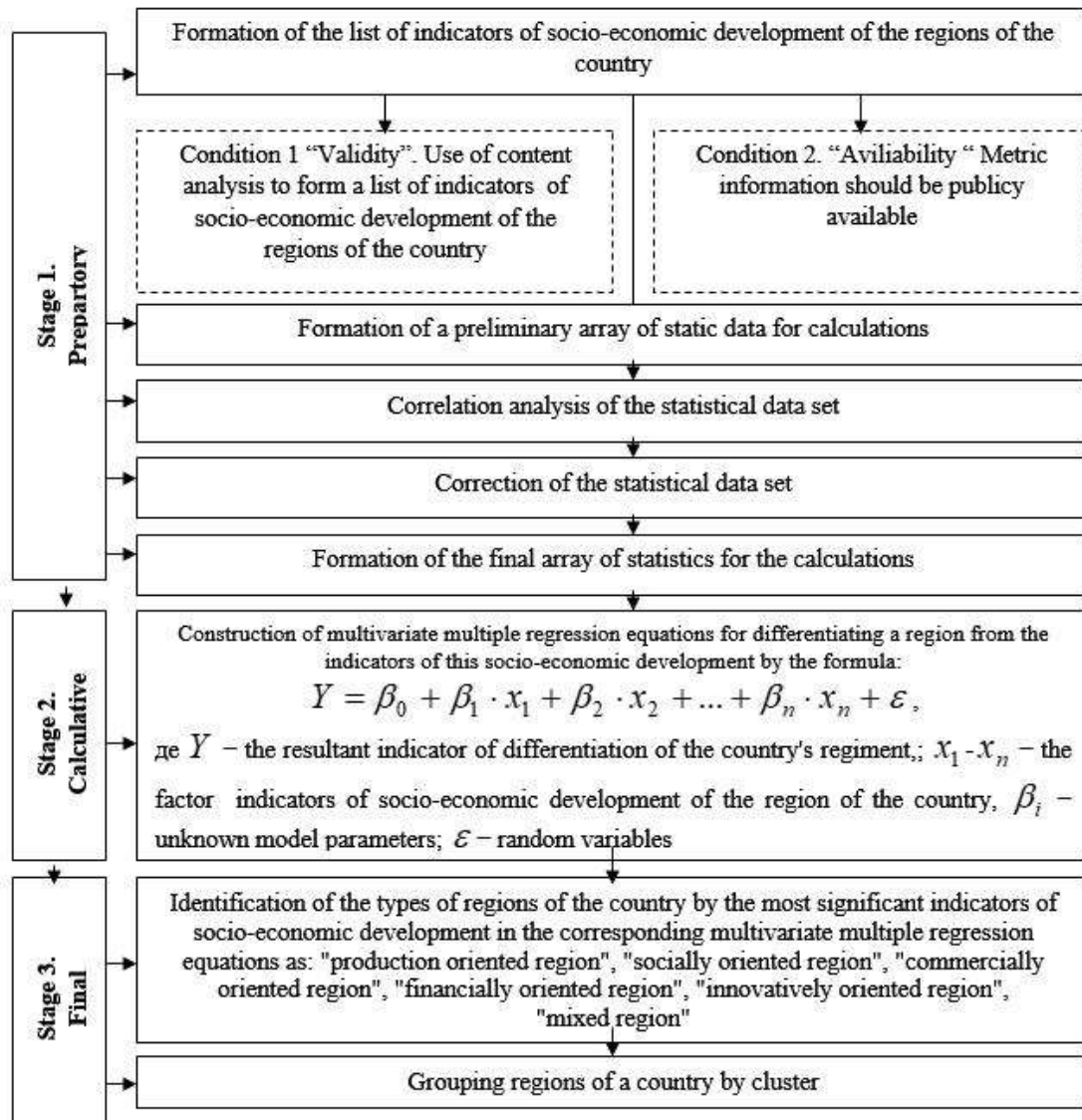


Figure 2: Methods of differentiation of socio-economic development of the regions of the country (Balabanova, 2013, p. 54; Kupira, 2016, p.45; Smentina, 2014, p. 116; Storonyanska, 2008, p.82)

#### 4. CONCLUSION

Comparison of the results of content analysis of the socio-economic development of the regions of the country and the results of the proposed method of differentiation of the socio-economic development of the regions of the country are the basis for the development of recommendations for improving their development programs. The tools, measures and mechanisms developed in the Program of Socio-Economic Development of the Regions of the Country will allow it to be substantially improved for the harmonious development of all regions of the country. Proposed, based on content analysis, the differentiation of socio-economic development of the regions of the country should be applied in the improvement and refinement of regional programs of socio-economic development of the regions of the country in order to ensure:

1. growth of key indicators of socio-economic development of the regions of the country, which have the most significant impact on the national economic system of the country;
2. decrease in indicators of socio-economic development, which have a negative impact on the national economic system of the country.

## LITERATURE:

1. Balabanova , N. (2013) Assessing the Uniformity of Socio-Economic Development of Ukrainian Regions. *Bulletin of Mariupol State University. Series: Economics*. - Vol . 6. P. 49-55.
2. Bevz, I. (2013) Assessment of socio-economic development of Ukrainian regions in the pre-crisis and post-crisis periods. *An efficient economy* . - № 7 Retrieved 19.09.2019 from: [http://nbuv.gov.ua/UJRN/effect\\_2013\\_7\\_15](http://nbuv.gov.ua/UJRN/effect_2013_7_15)
3. Gorbatov, V. (2016) World experience in assessing the socio-economic development of countries and their regions. *Business Inform* . - № 4. - P. 44-50.
4. Kulinich, R. (2007) Comprehensive assessment of the results of socio-economic development of Ukrainian regions (based on the calculation of deviations from average values). *University research notes* . - № 1. - P. 348-351.
5. Kupira, M. (2016) Assessment of socio-economic development of Ukrainian regions. *Economic Bulletin of Zaporizhzhya State Engineering Academy* . - Vol . 6 (2). - P. 43-47.
6. Mykolaychuk, M. (2008) Assessment of socio-economic achievements of regions from the point of view of sustainable development. *Economy and the state* . - № 10. - P. 61-63.
7. Noskova, S. (2013) Generalization of indicators of economic, social and environmental potentials of the region for assessing the balance of their development. *Bulletin of the East Ukrainian National University named after Vladimir Dahl*. - № 16. - P. 204-207.
8. Smentina, N. (2014) Evaluation of the impact of strategic measures on the socio-economic development of regions. *Market Economics: Modern Management Theory and Practice* . - Vol 1, Vol . 2, pp . 110-118.
9. Solovyova, N. (2016) Methodological correctness of predictive estimation of parameters of socio-economic development of regions. *Current problems of the economy* . - № 11. - P. 268-277.
10. Storonyanska, I. (2008) Processes of convergence / divergence of socio-economic development of Ukrainian regions: approaches to assessment. *Regional economy* . - № 2. - P. 73-84.
11. Scheme of the content of the statistical bulletin "Socio-economic situation of the region" (2018) Retrieved 21.09.2019 from: [http://www.ukrstat.gov.ua/druk/publicat/kat\\_u/2018/Shema2018.zip](http://www.ukrstat.gov.ua/druk/publicat/kat_u/2018/Shema2018.zip)