



## SOCIO-ECONOMIC FACTORS OF DEVELOPMENT OF FINANCIAL CAPACITY OF UKRAINE

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**Abstract:** *In article the basis to determine the nature of financial capacity of the region is substantiated, the results of the analysis of the financial condition of the real, financial and public sectors of economy are shown and directions of improving the efficiency of the creation and use of potential of the region are grounded.*

**Key words:** financial capacity, financial capacity management, socio-economic position of households, management system of financial capacity of households.

### STATEMENT OF THE PROBLEM

Objective basis for deep and radical transformations which took place in Ukraine, is a new social policy, social reorientation of the economy, improving the quality of life of the population, strategy for overcoming the social and economic disparities in the development of all regions of Ukraine, which require strengthening the role of financial resources management. Under such conditions socio-economic factors of development of national regions, high levels of realizing their financial capacity, the ability to attract external financial resources and direct them into highly profitable spheres of economic activity are becoming prioritized.

The global financial crisis and peculiarities of its manifestation in Ukraine have shown that one of the weaknesses is the current mechanisms of financial management of regions. Most regions of Ukraine are subsidized, i.e. those who can not without subsidies from the state budget to ensure socio-economic development of territories included in their structure.

Financial contradictions appeared in the process reformation of relations of property, state property privatization different actors of the economy, market assessment of the value and division of responsibilities of local and state authorities in the management of the property.

### ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

An important contribution to the study of the nature of financial capacity made such prominent scholars as A. Smith, J.S. Mill, F. Modigliani, M. Miller, A. Kraus, J. Scott, R. Littsenberh, J. Kim, S. Meyers, N. Meylaf, G. Donaldson, M.Hordon, S. Grossman, O. Hart, M. Harris, A. Raviv and R. Schultz, G. Jarrel, G. Hitman, J. Van Horne, D. Garner, J. Simmons, R. Owen and others. as well as domestic Ukrainian and foreign scientists V. Heyets, M.

Dolishniy, A. Epifanov, S. Zenchenko, M. Kozoriz.

However, problems in efficiency of attracting and use of financial resources and their management in any region of the country are remain unresolved.

### THE MAIN MATERIAL

Financial capability of the region proposed to evaluate on the basis of calculating of the indicator "financial potential". Methodological basis for determining this parameter is accepted resource approach, according to which the financial potential of the region is the amount of financial resources that can be created by subjects of the economy and population, that located and residing in its territory and used for ensuring their socio-economic development. In this case criterial conditions to achieve set goals of each region is the ability to attract the necessary amounts of external resources, forming of the resource base at an acceptable level of risk, the presence of the institutions that providing financial resources management efficiency in the region.

Each region of Ukraine is unique in its natural resources, geographical and climatic conditions, the composition of industrial and economic structures, and condition and rates of their development, and thus legitimate is putting a question about appropriateness of an individual approach to the evaluation of the financial capacity each one of them.

Potential in translation from English - it is possibilities, available forces, supplies, tools that can be used for the solution of set tasks. In conditions of market economy almost every link of the territorial division of the country should find its possibilities of development, based not only on public policy promotion and support, but also using the resource advantages of its own territory. An innovative component that provides regional development, must take the dominant key role in determining the prospects for their development.

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