FACTOR QUALITY IN THE DEVELOPMENT OF REGIONS AND LIVING CONDITIONS

**Topicality.** It is considered an indisputable factor that quality is one of the decisive factors of both any production activity and the development of any socio-economic system. Quality problems arise in almost all spheres and at all stages of human activity. Quality is the leading category of production, goods, services, works, etc. In the modern conditions of the widespread complication of life at all levels of the organization of the human community, the problems of a new understanding of the issues of the quality of development and life of a person and society as a whole, the formation of new methodologies for learning about the quality of development are actualized.

This formulation of the problem is connected with the need to solve both scientific and practical tasks of improving the management of the quality of development and the quality of human life.
Aim and tasks. The aim of this work is to pay attention to the issue of improving methodological and methodical approaches to understanding problems that are becoming more complicated and increasingly relevant, modern problems of the quality of development in the spatio-temporal aspect and improving the quality of life of the population of Ukraine.

Materials and methods. Scientific articles, monographic publications, abstracts of dissertations served as materials for this study. The work used methods of content analysis, systems approach, in particular methods of parametric systems theory.

Research results. In accordance with the tasks set, the article discusses one of the main problems of modern development - the problem of quality. Quality as a category of the theory of social progress is considered not only in the traditional representation of the quality of production, but also as a category of the theory of territorial development, in particular the quality of the development of regions and the quality of life of the population, which is conditioned.

In the work, special attention is paid to the understanding of the quality of the development of the objects being studied from the standpoint of the parametric theory of systems, which uses the methodology of the "ternary description language" (TMD) of complex developing objects.

Conclusion. The methodological and methodical approaches to the systematic presentation of the quality of development of regions and the quality of life of the population considered in the work determine some specific ways of solving the problems of survival in complex conflicts and crisis situations of modern development.

Keywords. Quality of development, region, living conditions, survival, system-parametric analysis.

Problem statement and its connection with important scientific and practical tasks. The concept of "quality" belongs to the most common philosophical categories that reflect the property, specificity, duality of the "good" or "bad" type, the "plus" quality, the "minus" quality of the work performed, the manufactured product, product (service).

On the one hand, the "plus" quality is the cause, the driving force of economic development, and on the other hand, the "minus" quality, which we consider as "anti-quality", is a factor of slowing down, restraining the development of the economy.

Neglect of quality causes difficult to measure, but as a rule, great damage both to the economy related to the production of products, goods and services, as well as to the economy of regions and the state as a whole and damages the quality of life of the population.

The specified factors necessitate the expansion and deepening of research on the quality problem, first of all, on the expansion of the tasks of improving the quality of large and complex systems such as the territory (region) and the quality of life of the population.

Analysis of recent publications on the problem. A very large number of publications are devoted to the problems of studying the quality of factors in the development of production and its impact on human living conditions, to which I would like to include, first of all, well-known Ukrainian devotees of quality problems.


In our opinion, performed in Ukraine by V.T. Kosyura and L.A. Osipov's fundamental monographic development "Quality in the name of life" (Kosyura & Osypova, 2009) is one of the best works, at least in the modern space.

The foreign fundamental work on quality problems, carried out by Y. Akao (Akao, 1990), T. Barket (Barket, 1985), D. Harrington (Harrington, 1990), A. Balog (Balog, 2000) and others.

Both Ukrainian and foreign publications on the discussed issues play a major role in the formation of the scientific foundations of quality management of the production of products, goods, and services, as well as the quality of social development in general.

Allocation of previously unsolved parts of the general problem. In the conditions of modern economic, ecological, social and other transformations, which are accelerating and intensifying, new prerequisites are being formed for expanding and deepening the knowledge of new problems and solving new tasks that inevitably arise in relation to the quality management of the development of socio-economic systems.

In this regard, it should be emphasized that far from solved problems were, remain and require new approaches to radically improve the quality of development of the territories of one's existence (city, region, country), as well as to improve the quality of life of the population of Ukraine at the new post-war stage of the revival of an integral and independent state .

Formulation of research objectives (problem statement). Based on the growing urgency of the problem of the quality of activity and life of society, this paper aims to consider some important methodological and applied aspects of the study of the quality of the development of the region in the context of new ideas of the perspectives of the
organization of society.

In the plan of the formed goal, the task is also set: to discuss the problem of the quality of development from the standpoint of the parametric theory of systems, to specify the conceptual and substantive essence of the regional development category and the quality of life of the population.

Materials and methods. In this study, domestic and foreign monographic publications, scientific articles, publications in the open press, dissertation abstracts, etc. were used. The work used standard methods of socio-economic research, in particular quantitative and qualitative content analysis, a systematic approach, in particular related to using the methods of parametric systems theory.

An outline of the main results and their justification. At the stage of socio-economic development, a special place is occupied by the problem of improving the entire set of properties of the social system, which lead to the corresponding expansion of opportunities to meet the needs of man and society. In this case, it is about the quality of development of territories (regions) and the quality of life of the population in Ukraine.

In this regard, we would like to emphasize that in the Expert Report of the National Institute of Strategic Studies to the Message of the President of Ukraine (Expert report, 2010), for the first time, an independent section "New quality of regional development" was highlighted, which should be considered as a landmark event.

The problem of the quality of development is one of the most important dominants of the market economy. This statement concerns both the quality of production activities of enterprises, the quality of goods and services, and the quality of the development of cities and regions. As you know, in modern conditions, establishing the level of quality is a decisive factor in development and is the main source of existence of any person, enterprise, or region.

However, it should be noted that the problem of assessing the quality of the development of territories, cities, and regions is not sufficiently studied. In this regard, publications evaluating the quality of regional development through the lens of competitiveness deserve attention. These include, for example, works (Economic renewal, 2008; Borysenko, 2004).

It should be noted that the problem of the quality of the spatial development of Ukraine is far from sufficiently studied, both in theoretical and methodological terms, and in relation to the applied problems of complex territorial formations - large cities.

Based on the growing urgency of the problem of the quality of economic activity and social life, this section aims to consider some important methodological and applied aspects of the study of the quality of the development of the region in the context of new perspectives on the spatial organization of society. Some principles of the general theory of development ("evolutionary") according to A.G. Melnyk (Melnyk, 2000).

First of all, we note that the general development theory is based on general laws and regularities of development, for example (Melnyk, 2000; Shulychenko, 2010; Stepanov & Shulychenko, 2011):

- acceleration of the pace of development of production (P), technologies (T), science (N), the relationship between which is described by the correspondence of the form:

\[
\frac{dN}{dt} > \frac{dT}{dt} > \frac{dI}{dt}
\]

- permanent innovative renewal as a general regularity in social development; cyclic development of systems (N.D. Kondratiev's theory of long waves, cyclicity in the gradual dynamics of the release of goods (electronics, genetic engineering, microprocessors) – Z. Koval's cycles, etc.);

- patterns of compression of system development stages – gradual compression of the temporary dialectical spiral of development is a general pattern of evolutionary development of systems;

- continuity of the functional-structural organization of systems of a certain purpose in the process of development of anthropogenic systems (reproduction of anthropogenic system in its structure preserves the background of its development);

- relationship and interdependence of quality indicators of anthropogenic systems;

- temporary resolution of contradictions that arise in anthropogenic systems at certain stages of their development of systems of a specific class and that are revealed later in a transformed form at a new qualitative level of development;

- regularities of increasing the material-energy functional and informational integrity of systems, which are manifested in functional and structural relations;

- regularities of continuity of the functional-structural organization of multi-level systems (reproduction of the anthropogenic system in its structure of the prehistory of its development);

- regularity of efficiency and viability of
systems, the structure of which maximally corresponds to the implemented functions.

In terms of the problem, we will consider in more detail the issue of methodological and methodical approaches to research and development of recommendations in the context of improving the quality of development of the region and the quality of life of the population. In this context, it is important to consider and specify the conceptual and substantive essence of the category of the quality of regional development and the quality of life of the population, which are determined by the potential opportunities for revival and creation of a modern innovation-oriented aquaculture economy.

The study of the problems of the quality of the development of the city (region) in the context of the provisions of the general theory of systems requires, first of all, a comprehensive assessment of the features, trends and regularities of its economic and socio-economic transformations. Analysis of a large number of publications, including (Sherr, 2010; Mokii, 1999; Freidlin, 2010), shows that the current stage of development of large cities and regions of Ukraine can be characterized by the following features, which to some extent are characteristic of other countries as well:

- significant weakening of the factor of traditional industrialization as a key "economic base" as a mechanism of regional development, i.e. state regional policy, carried out in the context of traditional industrialization, ceases to perform the functions of effective development;
- an increase in the volume of industrial production, the gross volume of commodity production is the main objective function of the quality of the development of the region, since they are associated with the limitation (exhaustion) of regional development resources, in particular, labor resources in (cities have practically "eaten" their main supplier - village), which leads to the emergence of social contradictions;
- qualitative transformation of the technological base of regional development, which is caused, firstly, by the gradual loss of the key value of fixed assets and, secondly, by the growing role of resources related to knowledge, information, and new technologies.

Thus, first of all, regional policy should pay special attention to the reproduction of intellectual capital and, on this basis, to the transformation of cities (regions) into "key hubs" of the financial and stock market, centers for the development of new technologies and logistics, which could ensure the possibility of obtaining new types of new rent organization ("management rent", "strategic rent").

In this regard, the new regional policy should be transformed in relation to the new quality of the development of the city (region), i.e. transition from traditional economic growth to a fundamental improvement in people's quality of life, primarily in terms of harmonizing their life and work.

The transition to "quality" regional policy involves a significant change in the principles of spatial organization of economic activity and social life (the creation of "technoparks", "technopolises", "silicon valleys", etc.).

1990; In the last 10-15 years, many countries have drawn attention to the need to implement a policy of new quality in the development of regions.

The following principles are the basis of the systematic presentation of the combination of the quality of the development of the region: a conceptual and categorical description of the researched object, accounting of modern trends of qualitative transformations of social development and the formation of the so-called qualitative revolution.

Without going into the details of the presentation of the conceptual essence of "quality", which is quite thoroughly explained in the previously mentioned works (Kosyura & Osypova, 2009; Akao, 1990; Barcet, 1985; Harington, 1990; Balog, 2000), we will formulate a synthesized conceptual and categorical representation of the semantic combination "quality of the development of the city (region)". It boils down to the following multidimensional description.

"Quality of development of the city (region)" as a generalized socio-economic category is presented as:

1) a set of material, social, demographic and psychological living conditions of the population of the city (region) and their level of development;
2) a set of five elements: well-being, safety, availability of education, cheap medicine, cultural leisure;
3) a comprehensive description of the state of sustainability of the development of the city (region), which takes into account economic, political, social, ecological and ideological factors that determine the position and condition of a person in a given territory (in a city, region).

It should also be emphasized that the quality of the city's development is decisively determined by the quality of the territory's infrastructural potential, which determines the degree of compliance of its indicators with the needs of the population and technological requirements.

In Western European concepts of the quality of
development, the importance of the presence of democratic institutions and the stability of development is always emphasized as the most important values (Sherr, 2010).

After all, the quality of development of the territory (city, region) is connected with the quasi-economic sustainability of the development of the territory analyzed as an open balanced socio-economic and ecological system. In this regard, it is advisable to:

first, to formulate a certain system of building a model of permanent improvement of the quality of sustainable development of the region in the context of socio-economic-ecological balance; it ultimately boils down to all kinds of sociologization of the development process (the goal of development is man);

secondly, to build a pyramid of quality - a kind of "pyramid of sociologization", which can be based on: a goal-setting system focused on improving the quality of human life; the base (foundation) of this pyramid as the "square of the quality of sociologization".

The problem of sociologization of the economic development of the region can be considered in the construction of an interconnected system of basic components of object-subject relations, which determine the formation of tools for managing the processes of sociologization of the quality of the economic development of the region. In this plan, it is possible to define the following four most significant (fundamental) components of the basis of the sociologization of the quality of development:

1) target settings (goal-setting system) for improving the quality of regional development, focused on all kinds of sociologization of the process of sustainable economic development of the city (region);
2) objects of sociologization;
3) subjects of sociologization;
4) sociologization tools.

The specified "square of sociologization" of the quality of the economic development of the region can be considered as the basis of the pyramid of strategic goals of the development of the region (Fig. 1), the top of which is the main goal of the development of the region - improving the quality of human life.

![Fig. 1 Pyramid of goals for improving the quality of regional development](Source: (Stepanov V.N., Shulychenko, 2011))

1 – target settings (goal setting system);
2 – objects of sociologization of the region;
3 – subjects of sociologization of the region;
4 – tools for improving the quality of regional development;
5 – quality of life.

We immediately note that within the framework of this model of sociologization of the quality of the region's development, we do not consider such an aspect of the problem related to the quality of people's lives as fair education of income and property, given the relative nature of the concept of
justice. This problem is very interestingly interpreted in the work of A. Moki (Mokii, 1999).

The quality of the development of the region in this case is discussed by us in the context of the author's generalizations, which were made in the fundamental development «Dominants of sustainable development of the regions of Ukraine» (Burkynskyi & Laiko, 2023; Burkynskyi & Stepanov, 2023).

As a category of "quality of life" in the region, we consider:

1) as a set of conditions that ensure a complex of personal and public health of a person in this city (region), including related to the conformity of a person's living environment to his needs;
2) compliance of the living environment in the city (region) with the social and psychological attitudes of the individual;
3) a favorable combination of a complex of economic, social, ecological, political, ideological factors determining the position of a person in this city (region).

It should be added that the quality of life is determined not only by a clean environment and socio-economic benefits, but also by personal, regional and national security, political and economic freedoms, human values and spirituality and other conditions of human well-being that are very difficult to quantify.

A more generalized scheme of the formation of the regional quality system and human life in the region is presented in fig. 2.

![Fig. 2 Structure of socio-economic and economic-ecological factors and conditions for improving the quality of the region and population](source)

Source: (Stepanov & Shulychenko, 2011)

We consider it expedient to especially note that when planning measures to form a new quality of development and increase the quality of life of the population of the region, it is necessary to: comprehensively take into account the specifics of the development of this territory; to detail and specify the entire set of factors influencing the achievement of a new quality of development of the city (region); to try to give a qualitative or quantitative assessment of the influencing factors on the formation of a new quality of the development of the region and the life of the population, which can be considered in the context of ranking these factors, determining their
significance in the general system of influencing factors; to take into account the strategic interests and "new meanings" of the development of Ukraine (Freidlin, 2010).

Based on these provisions, we made a general assessment of the factors for achieving a new quality of regional development in Ukraine, which were compiled on the basis of the analysis of the problems of the development of regional policy, considered in the message of the President of Ukraine (Expert report, 2010).

The evaluation of factors influencing the formation of a new quality of regional development is reduced to the following:

1. Diversification of the economy due to:
   - optimization and mobilization use of identified resources and search for unused reserves;
   - transfer of emphasis on using the potential of regional markets.

2. Search for alternative options for economic growth, ensuring its intensification on the basis of structural reforms at the regional level based on specific and unique local resources.

3. Formation of a system of mechanisms that ensure the mobilization of internal resources of regional development and the rationalization of their use, including:
   - anticipatory development and support of local small entrepreneurship;
   - creation of industries in the regions that require specific resources;
   - creation of a basis for state financing of regional development on a contractual basis;
   - use of foreign economic potential of regions, their border location and export-oriented production;
   - development of regional and interregional infrastructure, implementation of investment projects;
   - the development of modern forms of interterritorial economic integration and cooperation for joint development of identified local resources and solving problems of territorial development.

Conclusions and prospects for further research.

Based on the above, in this section we will try to formulate some conclusions regarding this problem.

1. We consider the quality of regional development as a systemic concept of survival and economic prosperity as a nation. In the conceptual-categorical presentation, quality is interpreted as a complex integrating category of all aspects of productive economic and other activities in the region, aimed at meeting the various needs of society and every person.

2. Currently, there is no well-tested policy for the development of cities and regions in Ukraine. The state has no plans for the development of the country. Most of the currently existing state-supported regional projects are industrialization-era projects that include a "backlog of the previous period." The state clearly does not cope with the function of restoring the development of its regions. There is no plan for the formation of a new spatial appearance of the country. It does not take into account the influence of new factors of the formation of the "project space", in particular, the "megaprojects" of the future - Western (in the Atlantic and European versions) currently being implemented, East Asian, Islamic, which will significantly affect the deployment of transport and other infrastructures, localization economic complexes, migration processes on the quality of development of our cities and regions.

3. The basis of the new regional policy should be the indicators of the quality of the development of the regions (first of all, the quality of life of people), the indicators of the living environment, which correlate with the type of development of these territories by the seaside, mountain, steppe, old industrial, recreational and touristic areas, etc.).

4. The concept of a new quality of the development of cities and regions actualizes the problem of the transition from the traditional "location of productive forces" to "location of life" as the basis for the formation of a new level of spatial organization and the construction of a new high-quality appearance of territories and increasing their geo-economic and geopolitical significance of the state.

5. The formation and implementation of a policy of a new quality of regional development should include: changes in the relationship between the state and the regions; institutional consolidation of the foundations of new regional development; providing support for cooperative (especially interregional) projects and programs; development of international legal structures that ensure comprehensive protection of Ukraine's national interests.

6. Ukraine has entered a new post-war political era and is on the threshold of a new regional evolution and a new quality of life for the country's population. In Ukraine, a "critical mass" of understanding is forming that the future of the country and the new quality of life of the free population is possible only through the development of large leading cities and economically successful regions, as well as through the consolidation of society and the joint efforts of regional leaders.
Based on the above, it is possible to make an assumption about the need to form a new post-war doctrine of the spatial organization of Ukraine and, in accordance with the new policy, to improve the quality of life of the population of Ukraine.

**REFERENCES**


