

ECONOMIC PROFILE OF THE TERRITORIAL COMMUNITY AS A TOOL OF LOCAL ECONOMIC DEVELOPMENT ACTIVATION

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The problem of developing a methodology for forming the economic profile of an amalgamated territorial community as a tool of ensuring local economic development have been solved in the article. The features of appear the category “community profile” in Ukrainian science, at the legislative level of the state, as well as in the practical activities of local governments have been noted.

The elements of community profile similarity to such component of development strategic plans of administrative-territorial units as a socio-economic analysis have been identified. The similarity concerns the relevance of such information: the history of the municipality, its geographical location, resource potential, climatic conditions, demographic situation and labor market, features of economic development in dynamics, state of infrastructure development, business environment development, environmental situation and local development management system. The main criteria for the difference of profile and socio-economic analysis has been indicated.

The author’s definition of the profile of an amalgamated territorial community has been suggested. The profile has been considered as an analytical document containing analytical and statistical information presented in the form of tables, graphs, diagrams and textual comments, which characterizes various aspects of community life and development. As well, it has been considered as a document, which sets the direction of possible cooperation between government, business and civil society, indicating spheres and areas of activity that need additional attention and which are a priority or perspective from the standpoint of local economic development.

The main purpose of forming the profile of an amalgamated territorial community and the tasks focused on its achievement has been defined.

The sequence of formation of the economic profile of an amalgamated territorial community has been offered. Among them, there are identification of entities that will be responsible for forming the economic profile, forming an array of data for analysis, evaluation of statistical indicators, processing of survey data; drafting a document. The peculiarities of these stages have been considered.

Attention has been placed on the formation of an array of data for the preparation of an analytical document. The principles on which the formation of an array of data for compiling a community profile should be based have been highlighted. The expediency of conducting a comprehensive diagnosis of the current state of an amalgamated territorial community using three levels of research: statistical, sociological and strategic have been substantiated.

The structure of the community profile has been proposed. The requirements to the content of certain sections of the analytical document have been described.

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