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THE IMPACT OF EUROPEAN INTEGRATION PROCESSES ON THE DEVELOPMENT OF RURAL AREAS OF UKRAINE

Tomashuk Inna. The impact of European integration processes on the development of rural areas of Ukraine. The article is devoted to the study of the problems of rural development of Ukraine in the context of the European integration perspective of our state. Particular attention is paid to the study of the evolution of EU economic policy aimed at rural development, as well as priorities of institutional and organizational and economic development of rural areas of Ukraine, aimed at maximizing the experience of EU countries. The ways of overcoming the existing socio-economic, institutional and demographic problems of the native village on the principles and principles of EU economic policy are outlined. The main reasons and main directions of spreading negative trends in rural development in Ukraine are described. Options for adapting the EU experience to domestic realities are proposed. Socio-economic trends in rural development in the context of economic and food security of both the EU and Ukraine have been studied. An assessment of the existing socio-economic potential for the development of rural areas of Ukraine in terms of prospects for further European integration of our country. The regional aspects of development of rural territories of Ukraine in the conditions of increase of their competitiveness on the basis of global competition are defined. The main directions of formation of innovative agricultural production and multifunctional development of rural economy of Ukraine are outlined. Methodical recommendations on improving the infrastructure of rural areas in order to increase their competitiveness in the context of European integration are identified. Priorities for improving the socio-demographic situation in rural areas in the context of improving the quality of human capital have been identified. Measures to improve the investment climate in rural areas through the use of innovative levers for their integrated development are proposed. Recommendations for public authorities and local self-government are proposed, which are aimed at overcoming the existing differences in the legal and institutional support for the development of rural areas of Ukraine and the EU at the national and regional levels.

Key words: European Union, economic development, financial instability, development strategy, rural areas, sustainable development, transformations, European integration.

Томашук І.В. Вплив євроінтеграційних процесів на розвиток сільських територій України. Статтю присвячено дослідженню проблем розвитку сільських територій України в контексті євроінтеграційної перспективи нашої держави. Особливу увагу приділено дослідженню еволюції економічної політики ЄС, спрямованої на розвиток сільських територій, а також пріоритетів інституційного та організаційно-економічного розвитку сільських територій України, спрямованих на максимальне використання досвіду країн ЄС. Окреслено шляхи подолання існуючих соціально-економічних, інституційних та демографічних проблем вітчизняного села на засадах та принципах економічної політики ЄС. Охарактеризовано головні причини та основні напрями поширення негативних тенденцій розвитку села в Україні. Запропоновано варіанти адаптації досвіду ЄС до вітчизняних реалій. Досліджено соціально-економічні тенденції розвитку села в контексті економічної та продовольчої безпеки як ЄС, так і України. Здійснено оцінку існуючого соціально-економічного потенціалу розвитку сільських територій України з погляду перспектив подальшої євроінтеграції нашої країни. Визначено регіональні аспекти розвитку сільських територій України в умовах підвищення їхньої конкурентоспроможності на засадах глобальної конкуренції. Окреслено основні напрями формування інноваційного сільськогосподарського виробництва та багатофункціонального розвитку економіки сільської місцевості України. Визначено методичні рекомендації щодо вдосконалення інфраструктури сільських територій із метою підвищення їхньої конкурентоспроможності в умовах європейської інтеграції. Визначено пріоритети покращення соціально-демографічної ситуації у сільській місцевості в контексті підвищення якості людського капіталу. Запропоновано заходи щодо поліпшення інвестиційного клімату в сільській місцевості на основі використання інноваційних важелів їх комплексного розвитку. Запропоно-

вано рекомендації для органів державної влади та місцевого самоврядування, які спрямовані на подолання існуючих відмінностей у правовому та інституційному забезпеченні розвитку сільських територій України та ЄС на національному та регіональному рівнях.

Ключові слова: Європейський Союз, економічний розвиток, фінансова нестабільність, стратегія розвитку, сільські території, сталий розвиток, трансформації, євроінтеграція.

Formulation of the problem. Rural areas are in the process of systemic reform, the results of which, to a large extent, determine the future of the Ukrainian state. This requires increased attention to this complex object of political influence from the highest state authorities, as well as scientific institutions. An important way to solve the problems of sustainable development of rural areas in the transformation of the socio-economic system is to create conditions for intensifying investment activities.

The transition to a new paradigm of restoration and development of rural areas is not possible without studying their internal mechanism and functioning of determining directions of development, without building a model of sustainable development of territories in order to clearly identify factors of social, environmental, demographic and regional specifics.

Achieving positive dynamics of socio-economic development of rural areas is possible directly through solving problems and implementing mechanisms of motivation and incentives, through which mechanisms can more dynamically increase resource potential, financial condition, by attracting effective investment in rural areas and more.

It is important for Ukraine to study foreign experience in the formation of sustainable development of rural areas, analysis of their patterns and trends. The experience of the European Union countries should be especially useful for the domestic economy in the context of European integration.

The development of rural areas should now become a priority for modern public policy and should be based on the experience of advanced countries where agriculture is actively developing and is permanent for the development of the country whose experience we apply. Formation of rural development as one of the directions of social progress and socio-economic policy of the state, involves a change in its institutional environment.

Analysis of previous researches and publications. Currently, the issue of developing an effective strategy for the development of rural areas of Ukraine is one of the most important areas of agro-economic research of Ukrainian scientists. Problems of rural development have long been studied by Ukrainian economists, including Bondarenko V.M. [1], Vazhynskyi F.A., Haleliuk M.M. [2], Venherska N.S. [3; 4], Baldyniuk V.M. [5], Honcharuk I.V. [6; 10], Hylka M.D. [7], Kaletnik H.M. [10], Kovalchuk S.Ya. [11], Malko Yu. [12], Mazur K.V. [13], Piniaha N.O. [16], Uzhva A.M. [22], Chekanska L.A. [23], and others. However, despite the value of the research, some issues related to the current impact of European integration processes on the development of rural areas of Ukraine need further coverage.

The purpose of the article. The purpose of the article is to highlight the basic principles of sustainable development of rural areas in Ukraine in the context of European integration processes. Analysis of current problems of rural development in Ukraine and the reasons that caused them. Study of the experience of rural development in foreign countries and the possibility of adapting to it the Ukrainian realities.

Statement of basic materials of the research. Rural development has been an important part of the European Union's policy for many decades since its inception. Rural areas are of great importance in the process of functioning of any state. On average in the world they make up 75% of the total area, where 51% of the population lives and 32% of world GDP is produced.

Increasing the role of rural areas in the implementation of strategic socio-economic transformations requires a comprehensive integrated approach to rural development as a socio-territorial subsystem of society that performs a number of important economic functions, including production, demographic, socio-cultural, environmental, recreational.

Sustainable development of rural areas is a process of qualitative changes aimed at stable socio-economic growth of rural areas, improving the efficiency of rural economy, employment and quality of life of rural population through a set of economic, social and environmental measures at state and local level [1; 6].

The approach to rural development as the development of the most backward areas, initiated by the European Commission since the program «Future Development of the Rural World», and continues to exist throughout the program cycle. This approach has become officially recognized since the introduction of the concept of degrading rural areas.

Current trends in the formation of the efficiency of economic systems and the trajectory of development of territories, including rural, meet the latest challenges. Scientific and technological progress, changing factors influencing the development of the world economy, along with achievements, revealed problems associated with the actualization of access of society, communities and individuals to the benefits created in the economy [2; 5]. The practice of management and interaction of business entities with society, communities, including in rural areas in Ukraine, has proved that: current issues within the traditional economic models are no longer qualitatively solved; it is necessary to expand the access of society to the results of entrepreneurial management; The factor of European integration should become dominant in achieving the criteria for building socially responsible business in rural areas to contribute to the achievement of the UN Sustainable Development Goals for the period up to 2030.

Rural development, as well as the common agricultural policy of the European Union, should be carried out in accordance with certain strategic directions, which set a number of priority EU goals for agricultural and rural development, namely – building a competitive and modern economy, achieving the highest level of employment, modernizing systems. social security and social guarantees.

The main goal of the next reform of the common agricultural policy is the transition to a more dynamic, competitive and efficient agricultural sector of the economy [12]. In addition, the implementation of the common agricultural policy should be beneficial not only for farmers, but also for all EU citizens – consumers and taxpayers.

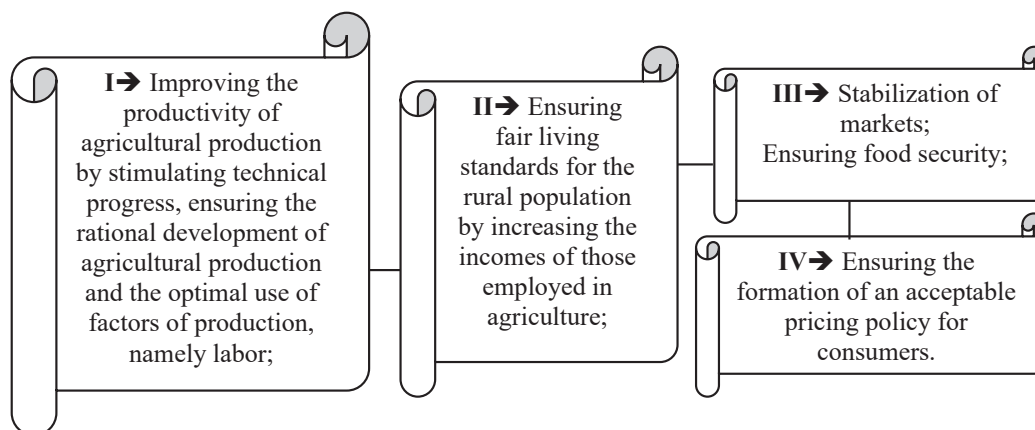


Figure 1. The main objectives of the Common Agrarian Policy

Source: [1]

Following public hearings, debates and conferences held by the European Commission in 2010, three main objectives for the future development of the common agricultural policy were identified:

- viable food production (creation of safe and sufficient food stocks in the context of growing global demand, economic crisis and much higher market volatility, active participation in global food security);
- sustainable management of natural resources and climate change (farmers are often forced to prefer environmental benefits over economic ones, and such costs are not bought in a free market);

Preservation of territorial balance and diversity of rural areas (agricultural sector remains one of the main economic and social drivers in rural areas, an important tool for maintaining the quality of life in rural areas).

The EU's common agricultural policy is a set of norms and rules governing the production and trade of agricultural products. Experts estimate that the EU's common agricultural policy currently covers 98% of agricultural products and more than 75% of the protection instruments used under it. It can be argued that the common agricultural policy is the supranational organization of markets for certain types of agricultural products (cereals, milk, meat, sugar) [13; 19]. The content and forms of this policy differ by type of agricultural product depending on its importance, specificity and market situation.

The system of regulation of the agricultural market in the EU member states provides for the formation of market prices for goods, including means of protectionist and liberal regulation of exports and imports of agricultural products. In Figure 1 presents the main objectives of the Common Agrarian Policy.

The achievement of the set goals was ensured by defining the basic principles of functioning of the Common Agrarian Policy: free movement of goods within the EU and common prices for the same goods; common advantages, which provided for the priority given to goods produced in the domestic market over imported products; joint financial responsibility for EU market and pricing policy (Figure 2) [1; 20].

For rural areas of the country, the issue of land ownership remains relevant at the present stage of development. Giving territorial communities the right to own and dispose

of land resources will create additional economic resources for the transition to sustainable socio-economic development of rural areas.

The key to the socio-economic development of rural areas is full and effective local self-government, but, of course, subject to the provision of appropriate powers and adequate funding. That is, the management of their own territory falls on the shoulders of the inhabitants of this territory, who, deciding on the management of the territorial unit, are fully responsible to both the community and the state for the money spent, for the results obtained [2; 21].

Researchers of the Institute of Agrarian Economics in Ukraine have developed Strategic Directions for Sustainable Rural Development until 2030 (Table 1).

The basis of the Strategic Directions is a systematic and fundamental approach. An important factor in the successful implementation of Strategic Directions is the formation of monitoring of sustainable development of rural areas and the introduction into management of effective mechanisms for forecasting, goal setting and control at various levels of development management [5; 14]. In the table 2 presents the main components of rural development in the context of the Europe 2020 Strategy.

The Europe 2020 strategy contains only 5 indicators, which are planned to be achieved through the implementation of this strategy:

- the employment rate of the population aged 20-64 should be 75%;
- investment in research and development should be 3% of EU GDP;
- reduction of carbon dioxide emissions up to 30%;
- the share of people who left school prematurely should not exceed 10%, at least 40% of young people should have higher education;
- Reducing the number of people at risk of living below the poverty line by 20 million.

The Europe 2020 strategy, which covers 28 countries, has only three concise priorities:

- smart development (based on knowledge and innovation);
- sustainable development (more efficient use of resources, environmental protection);
- development that promotes social and territorial cohesion [17].

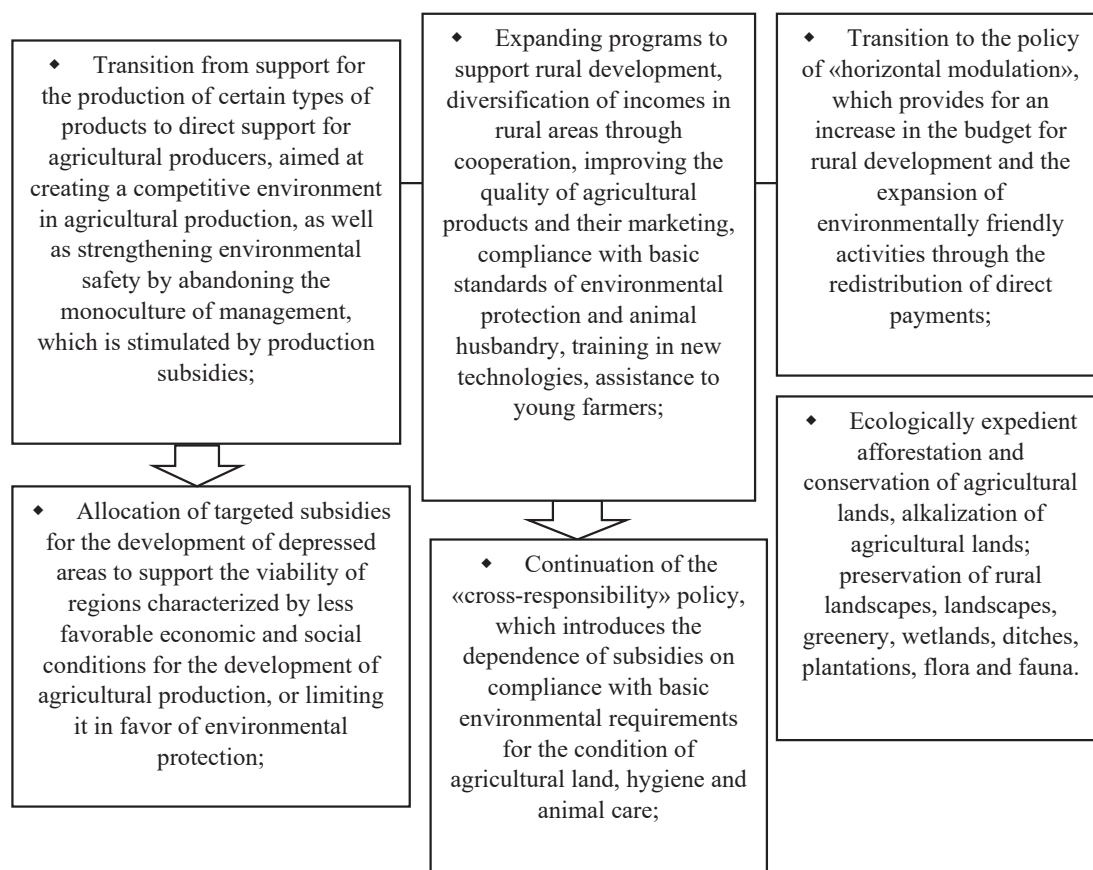


Figure 2. The main characteristics of the modern Common Agricultural Policy of the EU

Source: [4; 11]

Table 1

Strategic directions of sustainable development of rural areas for the period up to 2030

№	Directions
1	Improving the management of sustainable rural development.
2	Formation of an optimal rural settlement network and improvement of population reproducibility.
3	Social protection of the rural population.
4	Improving living conditions.
5	Development of transport infrastructure.
6	Availability of general education in rural areas.
7	Providing rural residents with quality medical care.
8	Ensuring employment and improving the living standards of the rural population.
9	Diversification of the rural economy.
10	Development of entrepreneurship and small forms of management in rural areas.
11	Development of rural tourism and recreation in the countryside.
12	Development of agricultural service cooperation.
13	Rational use of natural resource potential of rural areas.
14	Man-made and ecological safety of rural areas.
15	Financial support for sustainable development of rural areas.
16	Material and technical support for sustainable development of rural areas.
17	Investment support for sustainable development of rural areas.
18	Innovative provision of sustainable development of rural areas.
19	Development of agricultural information and advisory activities.

Source: [14]

**Factors of strengthening the economy of Ukraine
in the context of the implementation of the strategy «Europe 2020»**

	№	Priorities	Characteristic
<i>Factors strengthening the economy</i>			
Priorities of Ukraine's development in accordance with the «Europe-2020 Strategy»	I	Reasonable growth	– Support for innovation and skills, green technologies and research implementation; – Stimulating the development of social innovations.
	II	Sustainability	– Improving resource efficiency to maintain basic levels of food, feed and renewable production and environmental environmental benefits; – Reducing emissions, increasing carbon sequestration and developing bioenergy; – Ensuring sustainable land management and combating biodiversity loss.
	III	Comprehensive growth	– Local capacity development, diversification of the rural economy and development of local markets and jobs; – Study of alternative possibilities for agricultural restructuring.

Source: [22]

The strategy also identifies 7 key initiatives:

- improving funding for research and innovation to ensure that innovative ideas can be transformed into new products and services;
- increase the efficiency of education systems and facilitate the entry of young people into the labor market;
- spread of high-speed Internet;
- transition to a low-carbon economy, greater use of renewable energy sources, modernization of the transport sector and improving energy efficiency;
- improving the business environment, especially for small and medium enterprises, as well as supporting the development of a strong and stable production base capable of competing in world markets;
- modernization of labor markets and empowerment of people through lifelong learning in order to increase professional activity and adaptability to demand in the labor market;
- ensuring social and territorial cohesion, so that the benefits of economic growth and employment are as widespread as possible, and people living in poverty and social exclusion have the opportunity to live with dignity and take an active part in society.

The budget of the Strategy is 336 billion euros. The financial instrument of its implementation is the «Cohesion Policy for 2014-2020. Investing in European regions». All regions of Europe are divided into three groups: less developed regions – here the maximum share of co-financing of projects from the EU budget is 75-85%; transition regions – here the share of co-financing is 60%; more developed regions – here the share of co-financing is 50% [17].

Based on the above strategy, the Ukraine-2030 Strategy was formed, which looks much more elaborate and realistic – instead of a list of reforms, there are now clear strategic goals, describes how the strategy will be implemented, monitored and indicators based on the real situation. realistic to perform. The draft Ukraine 2030 Strategy also takes into account the updated EU Sustainable Development Strategy Europe 2030 and the Sustainable Development Goals 2030 [18].

The new regional policy in Ukraine, which will be implemented in 2021-2027, is based on the «transition from a predominantly territorially neutral to a territorially

oriented territorial development policy based on stimulating the use of their own potential, providing support to individual territories characterized by special socio-economic development problems»[12].

Apart from European principles, other effective measures should become important directions of the Rural Development Policy in Ukraine (Figure 3).

During the period of formation of the market economy in Ukraine there was a process of reorientation of command-administrative management in favor of local self-government, which radically changed the methodological approaches to the formation of management decisions.

On June 12, 2020, the Cabinet of Ministers of Ukraine adopted an order on the definition of administrative centers and approval of the territories of regional communities. As a result, 1,469 territorial communities have been established in the country (including 31 territorial communities in the uncontrolled territory within the Donetsk and Luhansk oblasts) (Figure 4).

Analysis of the experience of implemented projects of economic development of rural areas in developed European countries allows us to identify the main accents that should be used in the development of rural development in Ukraine (Figure 5).

For rural areas of Ukraine, the intensification of diversification of economic activities is the only way to provide the rural population with sources of income and an incentive to continue living there.

Investment activity is the most important factor in the sustainable development of rural areas. In a transformational economy, the main components of social and regional development policy of rural territorial communities are to determine the organizational and financial support, the priority of state regulation of human settlements and attracting investment resources. The formation of a favorable investment climate, increasing investment is a prerequisite for the gradual resumption of economic growth [1; 19]. Therefore, public investment policy should be based on an integrated approach that combines mechanisms for developing the investment potential of the country, its regions and industries. In Figure 6 provides information on the volume of foreign direct investment in Ukraine in the period from 2010 to 2021.

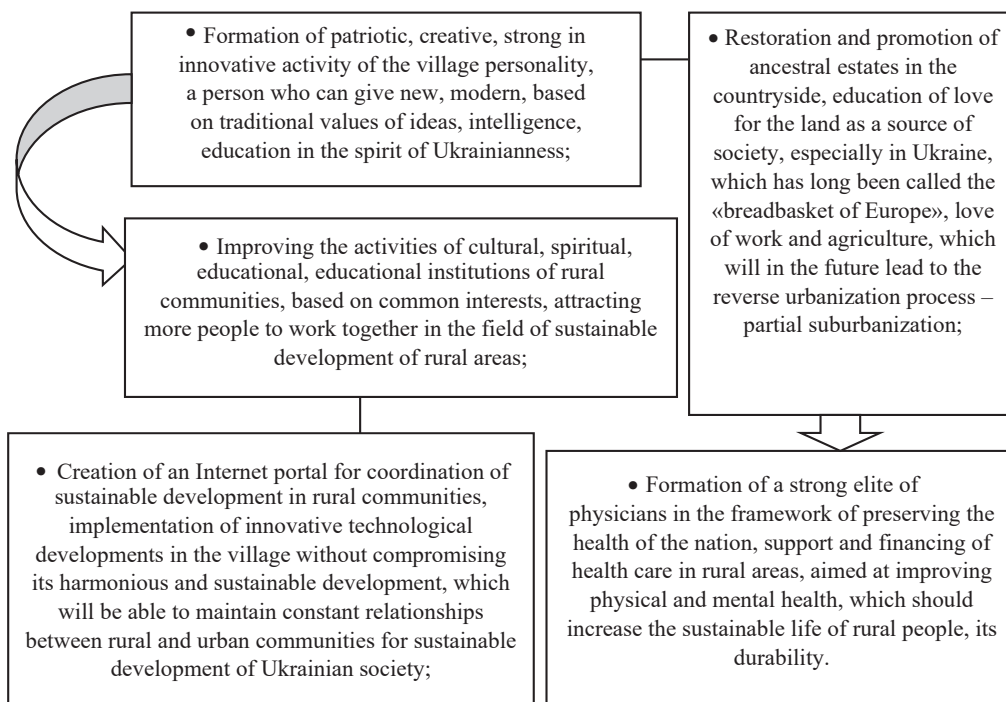


Figure 3. Tasks of the algorithm of sustainable development of rural areas of Ukraine

Source: [1]

The most important guarantee of effective implementation of rural development policy is its staffing. Therefore, after the adoption of the Concept, it is necessary to immediately begin to create an effective system of training and retraining for rural development.

In foreign and domestic practice of sustainable development management in rural areas there are no ready-made recipes for solving all emerging problems, and staff must be ready for innovation in their work.

It should be noted that strategic management is now of great importance in the context of decentralization and the formation of united territorial communities in Ukraine.

For a long time, starting from the 70's of the twentieth century, in the EU, which has been gradually expanding, there is a process of convergence (convergence) and unification (uniformity) of rural development policies in the participating countries. This experience should be the basis for revising the state policy of rural development in Ukraine, which provides:

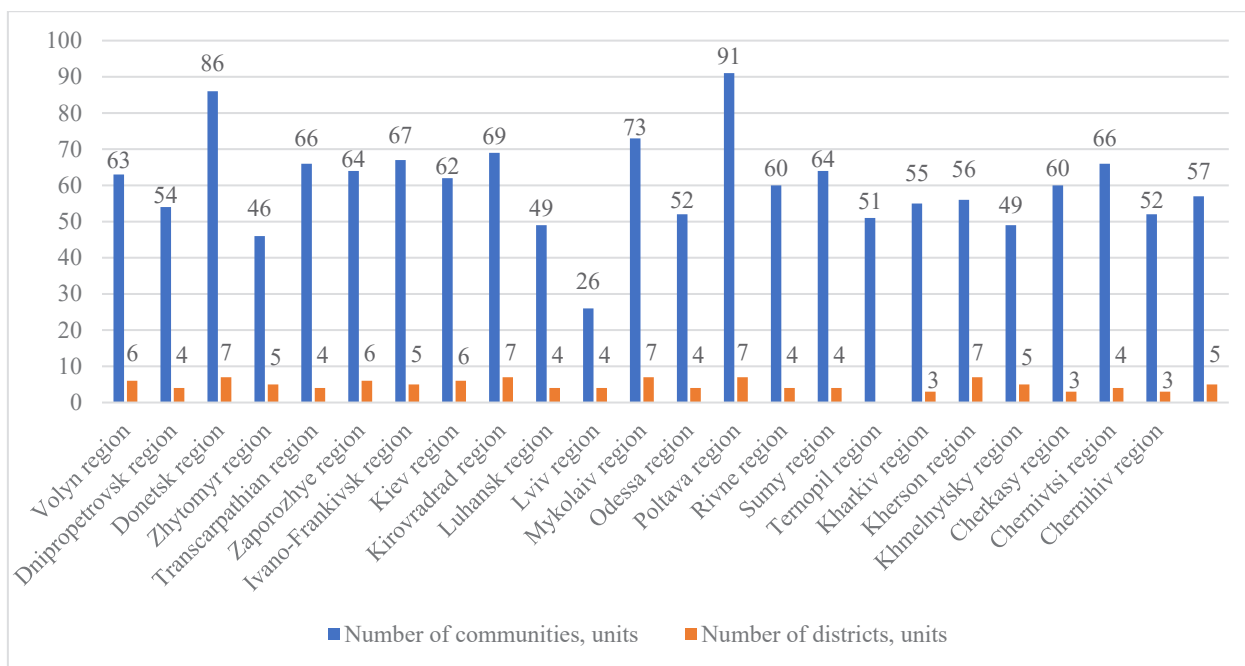


Figure 4. The formation of OTG in Ukraine as of early 2021

Source: [8]

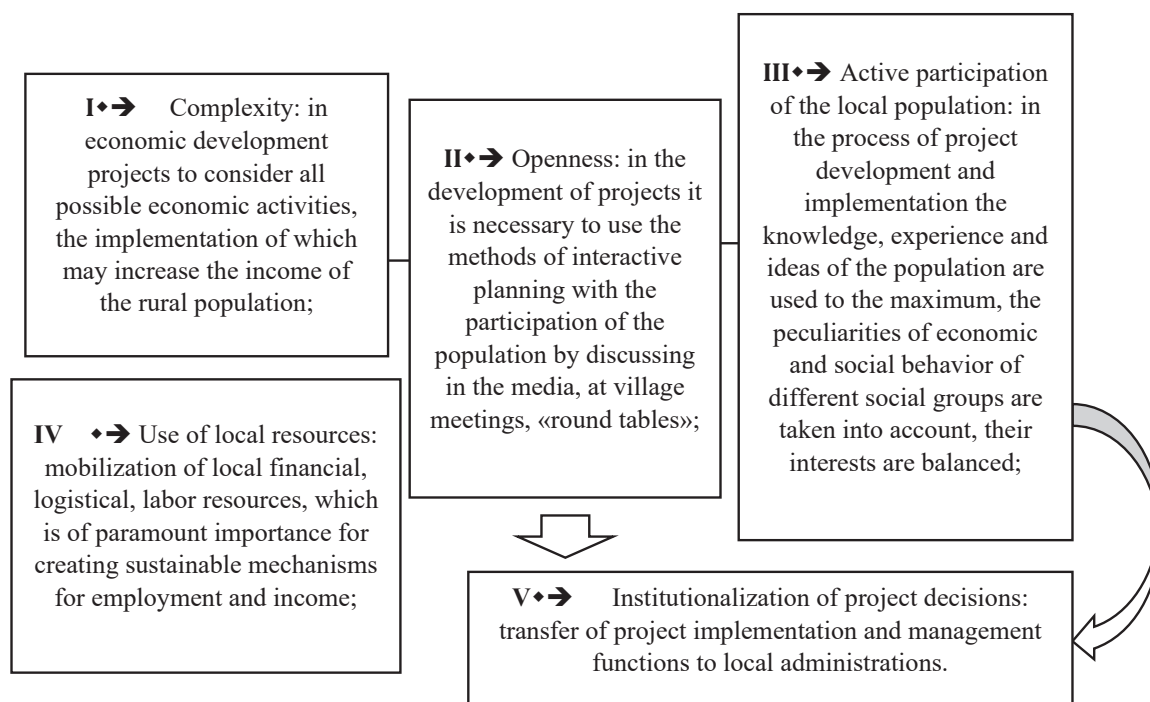


Figure 5. The main accents of rural development in Ukraine

Source: [4]

- development of state and regional programs and strategies of rural development;
- development of methodology for typification of rural regions of Ukraine in order to ensure a differentiated approach to solving local problems;
- support and encouragement of local initiatives (on the example of the «LEADER» program);
- creation of favorable conditions for the development of non-agricultural employment in rural areas, the development of small business, farming, etc.; support for the cooperative movement in the countryside.

The state policy of rural development should become more complex, and its main object should be a rural resi-

dent, whose interests should become a priority over the interests of business groups [19].

One of the directions of solving economic problems of rural development is deep modernization of the socio-economic complex, structural transformation of the real sector of the economy, extensive use of scientific and technological progress in agricultural production. This and other set of applied measures can ensure the intensive development of social production, increase its efficiency and competitiveness [13; 22].

Preservation and revival of households can be ensured by the development and effective implementation of the relevant state program. Rural development tools should include:

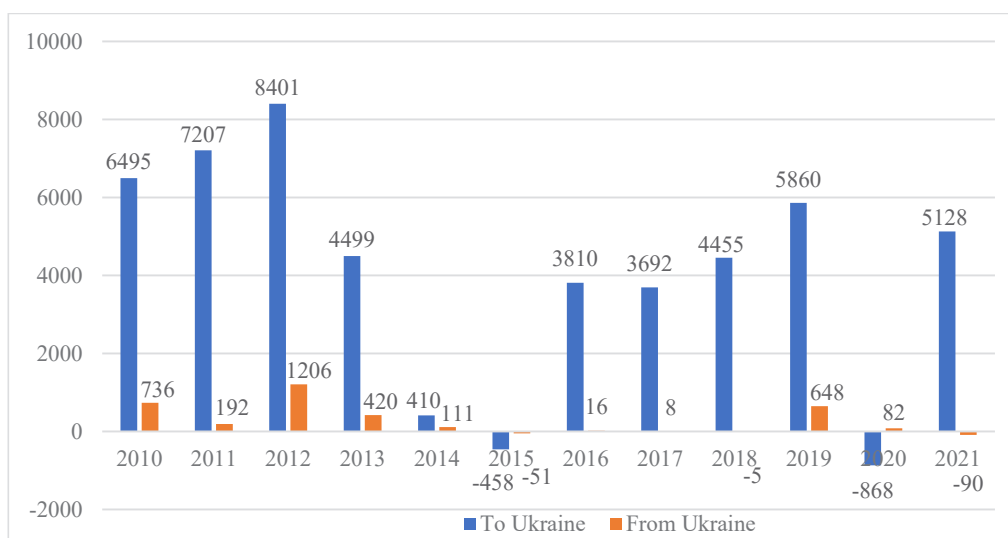


Figure 6. Foreign direct investment in Ukraine from 2010 to 2021 (million USD)

Source: [15]

- strategic planning at the regional level;
- regional marketing;
- diversification of the rural economy;
- public-private partnership;
- business support.

Solving today's economic problems, which are characterized as crisis, is possible only through the optimal restructuring of the economic complex, the introduction of scientific and technological progress, ensuring the intensive development of social production, increase its efficiency and competitiveness.

Conclusions. An important role in the development of the country and the realization of its potential is the foreign economic vector, features of foreign policy, international trade partners and the activity of interaction with them. The modern global economic space promotes European integration between countries in both economic and political terms, strengthening trade ties, cooperation and cooperation between countries. Those countries that stay away

from these processes cannot remain competitive in the long run, especially in the case of untapped domestic economic potential or inefficient use of it.

Economic integration with a union of countries such as the European Union has a much greater positive potential than a negative one.

The implementation of rural development policy is based on the complementarity of state structures and all components of a developed network of financial and public institutions, professional, scientific and advisory associations involved in ensuring smart, sustainable and inclusive rural development (according to the new Europe 2020 strategy). European practice of early development of a system of measures for each new programming period allows to ensure the effectiveness and efficiency of the proposed measures and achieve the goals. Such approaches in the formation of European rural development policy are an example for Ukraine to follow in the direction of intensifying European integration processes.

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