

**SOCIAL-ECONOMIC ESTIMATION
OF COMPETITIVE POSITIONS FORMATION OF UKRAINIAN
REGIONAL RESIDENTIAL REAL ESTATE MARKETS**

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Abstract. In the conditions of obtaining new market economy-oriented vibrancy with the pursuit of integration into the European community, the issues of regional self-development on the principles of transparent competition are becoming increasingly topical. The lack of effective approaches to the implementation of the competition regulation mechanism in the regional residential real estate markets caused a significant construction sector monopolisation, the emergence of its development disproportions and social tensions within the population. The regional policy formation for the competitive relations regulation in construction should take place in compliance with state priorities. This, conversely, leads to the study of issues related to the assessment of the social-economic potential of the regions and the degree of the regional residential real estate markets competitiveness, taking into account fundamental research and analysis of the developed national theoretical and practical approaches. Consequently, the objectivity of the social-economic assessment of the competitive environment of the country regions depends on the immediate regional market systems functioning, including the residential real estate market.

Methodology. In order to carry out a profound research, we have studied a wide range of social-economic indicators of certain regional real estate markets of Ukraine, which in one way or another characterise a particular region society economic status. In the process, a comparative method, method of constructing integral construction market indices of was applied. The specificity of the study required application of such indicators in the calculating process: market concentration ratio, the Her-

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findahl–Hirschman index, the market shares variance, the market shares entropy and the Gini index.

The main task of this study. The purpose of this research is to provide social-economic research and estimation of the regional residential real estate markets competitiveness of Ukraine. Moreover, special attention is paid to the estimation and analysis of a wide range of social-economic indicators of regional residential markets based on the immediate region development. The competitive positions of residential markets have been determined through the regional aspect, as well as the degree of their monopolisation, the vector of antimonopoly policy as an integral part of competitiveness increase in the regions with monopolistic competition domination.

The results of the study enabled us to elucidate the clear relationship between the factors influencing certain regional real estate markets competitive position from the point of view of both construction organisations and ordinary living space buyer-consumer. As a result, it was possible to find out the functioning efficiency increase or decrease tendencies and housing objects purchase availability in regional markets.

Study conclusions. The author tries to highlight peculiarities regarding competitive advantages in the regional markets of residential real estate of Ukraine, as a result of the influence of social-economic factors of the region itself, while taking into account the important problem of regional prices imbalance and influence factors on the demand and supply of housing. To study this goal, we have used new theoretical and practical approaches oriented not only to obtain the basic provisions of the relationship between the social-economic ranking of the region and its markets competitiveness intensity, but also to the practical manifestations of necessary government regulation of monopolisation features. However, some of the provisions of the aforementioned problems require further refinement and experimental research being a prerequisite for further scientific developments.

1. Introduction

In the related scholarly literature, certain competition forms of residential objects are found in the consideration of problems by such scholars as A.M Asaul [1], E.A Bozhko [2], O.A. Gritsenko [3], T.Yu. Ovsyanikova [6], V.I. Pavlov [7, 8], R.A. Fatkhudinov [16]. However, a significant amount of work by leading scientists is rather insufficient to assess the

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existing approach and form a new holistic one to the process of competitive relations regulating in the regional residential real estate markets, which determines the importance and need for further substantial research.

In particular, it concerns new approaches to residential real estate markets regionalisation in Ukraine, as reflected in the author's methodological approaches to territorial and administrative division, the assessment of the competitiveness level of regions and the application of the results obtained in the process of ensuring antimonopoly regulation in residential markets of various regional significance.

2. General characteristics of the regions of Ukraine

Our state – Ukraine, is one of the largest European countries in terms of area and population. The territory of Ukraine covers 603766 sq. km, which makes about 6% of the whole territory of Europe. By the territory extent Ukraine exceeds the indices of such countries as Spain, France, Poland.

The latitudinal extent of our state is no more than 1300 km and longitudinal is about 890 km. The territory of Ukraine in the southern part is washed by the Black Sea and the Sea of Azov; is located in temperate latitudes and borders with such countries as: Poland, Slovakia, Hungary, Romania, Moldova, Belarus and the Russian Federation. The length of the border is about 6500 km, of which the sea borders exceed a little over a thousand (Draw. 1).

In general, the nature of economic and industrial territorial development of the state is clearly traced in the specificity of the regional economy profile of certain areas. In the western and central parts of the country, agriculture is concentrated in beet and sugar, canned and canned food industries, as well as light and chemical industry, mechanical engineering.

The eastern and northern parts of our state are characterised by the functioning of electrical engineering, transport engineering and agriculture. At the same time, the machine-building complex “dominates” in this territory.

The south-eastern part of the country's territory is characterised by the high level of industrial development, especially in the branch of heavy machinery, metallurgy, and chemical production. Meanwhile, the northern region is associated with food and agricultural industries, highly developed recreational potential, as well as marine-economic opportunities.

As already noted, Ukraine occupies a leading position among the European countries in terms of population. According to the State Statistics Ser-



Drawing 1. Regional real estate markets of Ukraine

Source: developed and systematised by the author (Pavlov K.)

vice, as of January 1, 2018, the total population of Ukraine was almost 42.7 million. 69% of the population live in cities and respectively – 31% in rural areas [4].

The general pattern of the settlement system of Ukraine is represented by settlements different by their form and character, as a result of historical, social, agricultural, and economic peculiarities (Table 1).

The western region is characterised by high indicators of the individual settlements density, a low urbanisation level and high population density.

The central region is characterised by high figures of the population directly in the capital of the country and in its surroundings; low population density of other adjacent areas, insignificant population density, average and high population indicators in rural settlements.

The northern region can be characterised by the medium population density, the low level of countryside settlement and a significant urbanisation level.

Table 1

**General characteristics of the geographical
and demographic indicators of the regions of Ukraine,
as of January 1, 2018**

Regions (Oblasts)	Average numbers				
	Square, km ² .	in % to Ukraine population	Population number, thsd. persons	in % to Ukraine population	Population density pers./m ²
1	2	3	4	5	6
Western Region					
Volyn	20143	3,4	1041,8	2,4	51,64
Rivne	20047	3,3	1162,3	2,7	57,98
Lviv	21833	3,6	2534,1	5,9	115,98
Ternopil	13823	2,2	1062,4	2,5	76,53
Khmelnyskyi	20629	3,4	1289,8	3,0	62,21
Transcarpathian	12777	2,1	1259,0	3,0	98,48
Ivano-Frankivsk	13928	2,3	1381,1	3,2	99,01
Chernivtsi	8097	1,4	909,0	3,1	112,07
<i>Region average</i>	16409	–	1329,9	–	84,24
<i>Subtotal by region</i>	131277	21,7	10640	25,8	–
Central Region					
Kyiv	28131	4,7	1733,3	4,0	61,60
Zhytomyr	29832	4,8	1244,0	2,9	41,53
Vinnysia	26513	4,4	1596,3	3,7	59,88
Cherkasy	20900	3,6	1237,1	2,9	58,83
Kirovograd	24588	4,1	969,5	2,3	39,22
<i>Region average</i>	25993	–	1356,0	–	52,21
<i>Subtotal by region</i>	129964	21,6	6780,2	15,8	–
Northern Region					
Chernihiv	31865	5,3	1039,2	2,4	32,35
Sumy	23834	3,9	1108,9	2,6	46,26
Poltava	28748	4,8	1432,9	3,3	49,55
Kharkiv	31415	5,2	2709,9	6,4	85,95
<i>Region average</i>	28965	–	1572,7	–	53,52
<i>Subtotal by region</i>	115862	19,2	6290,9	14,7	–

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Ending of Table 1

1	2	3	4	5	6
Southern Region					
Odesa	33310	5,5	2388,4	5,6	71,59
Mykolaiv	24598	4,1	1154,2	2,7	46,67
Kherson	28461	4,7	1059,0	2,5	37,03
Crimea	26081	4,3	–	–	75,43
SEVASTOPOL	1079	0,2	–	–	357,65
<i>Region average</i>	28112	–	1533,9	–	57,68
<i>Subtotal by region</i>	112450	18,6	4601,6	10,8	–
Eastern Region					
Dnipropetrovsk	31914	5,8	3242,6	7,3	101,06
Zaporizhzhia	27180	3,6	1746,6	4,1	63,89
Donetsk	26517	4,6	4254,6	9,7	159,89
Luhansk	26684	4,6	2200,3	5,0	82,19
<i>Region average</i>	28074	–	2861,0	–	101,75
<i>Subtotal by region</i>	112295	18,6	11444	26,1	–
Capital Region					
KYIV	839	0,1	2916,2	6,8	3490,1
Total	603766	100	42672,9	100	75,15

*Developed and systematised by the author (Pavlov K.) using sources: [4, 5]

** Indicators of the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol, Donetsk and Luhansk regions (oblasts) as of 01.01.2014.

The southern region has a low urbanization level, a high population level in the countryside and low density of both the population and settlements in general.

The eastern region is characterised by high indicators of urban settlements density, as well as the general population density.

The capital region is “special” to a certain extent, since it just includes the city of Kyiv. This is due to the fact that according to its social-economic indicators, such as income of the population, gross domestic product, index of investment support, population, etc., it is comparable to separate administrative regions, and sometimes even to entire regions.

Summarising the above-mentioned facts, while taking into account the significant differences in the economic and social development of Ukrainian territories and the territorial settlement system peculiarities, we have identified six separate regional real estate markets including Western, Central, Northern, Southern, Eastern and Capital (Table 2).

Table 2
Rating of the regions of Ukraine according to the main social-economic indicators, for the period 2011–2017, (six possible rating positions)

Influence factor	supply	demand	demand	supply	demand	supply	supply	supply	
	1	2	3	4	5	6	7	8	
Regions	Total area	Population number	Population density	Investment capital in residential construction	Residential stock	Total number of flats built	The total number of residential construction projects accepted in maintenance		
Western	1	2	3	2	6	4	1		
Central	2	3	6	3	4	2	2		
Northern	3	4	5	5	3	5	5		
Southern	4	5	4	4	5	3	3		
Eastern	5	1	2	6	2	6	4		
Capital	6	6	1	1	1	1	6		
Influence factor	supply	demand	demand	supply	demand	demand	demand	demand	supply
–	8	9	10	11	12	13	14	15	15
Regions	The total area of residential constructions accepted in maintenance	Growth velocity of housing areas with approved maintenance	Average sq.m cost of housing areas	Gross household income	Gross household income per person	Number of housing objects mortgage contracts	Number of housing loans	Gross regional product 2007-2015	
Western	1	1	4	6	6	2	4	3	
Central	2	3	6	5	4	4	1	5	
Northern	5	4	5	3	3	3	5	4	
Southern	4	5	2	4	5	5	2	6	
Eastern	6	6	3	2	2	1	3	1	
Capital	3	2	1	1	1	6	-	2	

* Developed and systematised by the author on the basis of sources: [4, 5, 12].

** Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and par

3. An overview of the social-economic characteristics of the regional real estate markets of Ukraine

Western Region. Western region includes eight oblasts: Volyn, Rivne, Lviv, Ternopil, Khmelnytskyi, Transcarpathian, Ivano-Frankivsk and Chervivtsi.

This region occupies the first position among other regions that we have singled out – 13,127 sq. km, or 21.7% of the territory of Ukraine, and the second as regards the number of population – 10640 thousand people. This is the region which includes the largest number of oblasts which is eight. There are 298 urban-type settlements and the largest number of localities in rural areas – 8082 units [4].

A characteristic feature of this region is that 6 oblasts out of the 8 within the region border on other states. Consequently, the prospects of social-economic development of the region largely depend on the level of relations with neighbouring states. It is also worth mentioning that gas, oil pipelines and electricity lines run through this region. What is more, the region is the transit platform for important international highways and railways.

It should be noted that Volyn Oblast (its southwestern part), which is part of the region, is considered to be a highly developed recreational center because of a large number of lakes and Shatskyi National Park.

Western Region, according to the indicators of the national gross regional product (GRP) occupies the third place among other regions, and its share in relation to the national level makes about 14%. According to the GRP per capita, this region is considered insufficiently developed, since its average indicator amounted to 28899 UAH in actual prices in 2016 [4].

Western Region in the structure of national economy is basically represented in the branches of material production. Despite the fact that construction, transport, and public administration occupy a special place among the social sectors in the region, it is primarily agrarian.

If this region is considered through territorial division of labor perspective, then it is necessary, to predominantly distinguish between machine building, light industry, chemical, oil refining and gas industry, agriculture, production of specialised technological equipment, forestry and timber processing industry.

In general, the agrarian-industrial complex in the Western region is quite diverse. As a result, most of the areas in its scope specialise in the production of vegetable, fruit, beet sugar, milk and meat and crops.

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As regards manufacturing in the region, agriculture and processing industry are predominant. Among the public sectors, transport, trade and educational services should be distinguished.

Central Region. As mentioned, we included 5 oblasts: Kyiv, Zhytomyr, Vinnytsia, Cherkasy and Kirovograd into the Central Region. It should be emphasised that the city of Kyiv doesn't constitute its part because according to its social-economic indicators, as well as in connection with its metropolitan positioning as the capital of Ukraine, it corresponds to separate oblasts, and even entire regions. Central Region occupies the second position in the proposed territorial division, covering an area of 129964 square kilometers and 5 administrative regions of Ukraine. There are 228 localities of the city type, and 5,991 localities of rural type. In this region there are about 15.8% of the population of the state, which makes up 6780.2 thousand people [4].

This region is generally distinguished among others, due to its advantageous geographic location and social status. The peculiarity of its territorial division lies in the proportional distance from other regional centres, separate raw material bases, and industrial centers of the state. It is important that a lot of national routes run through its territory, as well as major international transport connections joining the countries of the Caucasus, Eastern Europe, the Baltic countries, and Russia.

The Dnieper River flows through three regions out of five included in Central Region, which characterises the region to be having a significant recreational potential. Another peculiarity of this region is that the Capital Region is in its heart.

On a national scale, the regional gross national product of the Central Region is about 14.6% [4].

As already mentioned, an important advantage for this region is the fact that Kyiv, the capital of the country, is located in its centre. This factor contributes to the formation of substantial significance of the region in the areas of financial activity, public administration, trade, hotel and restaurant business as well as operations with residential real estate and its lease.

The industrial specialisation of Central Region is machine-building, chemical, light industry, non-ferrous metallurgy, food industry, highly developed construction industry, timber processing industry, and agriculture.

Agricultural positions of Central Region are especially highlighted in the cultivation and processing of sugar beet, sunflower, potatoes, cereals, berries, hops, flax, meat and dairy products.

Northern Region. Northern Region covers 4 administrative oblasts of Ukraine (Chernihiv, Sumy, Poltava, Kharkiv) and ranks third with total area of about 19.2% of the territory of Ukraine, or 115862 sq.km. Compared to other regions, it is characterised by a relatively low population, which as of January 1, 2017 amounted to 6265957 people of whom 4492804 live in cities whereas 1673153 in rural areas. Northern Region includes 184 urban localities and 6407 rural type localities [4].

It should be noted that the special distinction of this region is that there is a room for investment attractiveness, a highly developed metropolitan city of Kharkiv.

An important aspect of the Northern Region's superiority over other regions is its geographical and social status. The three oblasts within the region are bordered on important strategic partners of the country: Belarus and Russia. Meanwhile, due to current state of affairs, the peculiarity of the territorial neighbourhood with the Russian Federation should be considered a rather negative feature. In fact, cities such as Sumy and Kharkiv are constantly under the social and political influence of the eastern neighbour. This characteristic impairs the positive impact of a potential buyer of a residential property and a separate investor in the construction business from other regions of the country.

Not less important is the availability of powerful networks of road and railroad connections. Significant international lines of electric transmission and gas pipelines run through the territory of Northern Region.

Southern Region. Southern Region, occupies the country's fourth position by its area, – 112450 sq. Km. (18.6%) and the last place in the number of population – 4601.6 thousand people (10.8%). The regional grouping comprises the Odesa, Mykolayiv, Kherson regions, the Autonomous Republic of Crimea and the city of Sevastopol [4].

Within it is the largest number of localities, namely: 184 localities of city type, one of which, the city of republican significance – Sevastopol and the smallest number of localities of rural type – 3628 units [4].

First and foremost, this region is characterised by the fact that all the united regions and the Crimea have a seacoast, being the recreational centre of Ukraine. In addition, this region is marked by an important transport and maritime connection of the state with other states of the world.

Southern Region has a favourable territorial location and excellent public positions. One of the features of this region is the existence of land bor-

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ders with Romania and Moldova. Meanwhile, such countries as Bulgaria, Turkey, and Georgia are adjacent to this region via water-delineation. In addition, due to the existence of a well-developed river transport network, the region has transport links with most European countries.

The seaports located on the coast of the region, the banks of which are washed by the Black Sea and the Sea of Azov, are of great importance, especially when it comes to the question of the implementation of economic activity of the country at the international level. Excellent transport and geographic characteristics of Southern Region are also highlighted by the developed network of transport connections and corridors operating on its territory.

As already mentioned, there is a developed network of transport connections by rivers in the Southern region: the Dnieper, the Danube, the Southern Bug. Transit pipelines of different specific purposes are also laid through the territory of the region.

The economic part of Southern Region is based on the transportation of cargoes, the construction industry, as well as fishing. This is an industrial-agrarian region in which the total share of the industrial sector is twice as big as that of agriculture.

The region commonly specialises in recreation, cultivation and processing of various crops. The machine-building complex of the region is characterised by the production of specialised equipment for food and light industry, instrumentation and machine-building, and transport.

Besides, one of the leading industries is the food industry, accounting for about a third of the share of total industrial production. A slightly smaller share belongs to machine-building, chemical industry, and electric power. In the general structure of the machine-building complex, the ship-building should be singled out, since the region has a highly developed port complex. Separately, in the Mykolayiv oblast, it is necessary to highlight non-ferrous metallurgy, which occupies about a quarter of all its industrial production in the state. Another important feature of the overall economic structure of the industries is that the majority is occupied with communication, transport, recreation, etc.

Eastern Region. Eastern Region, on the basis of population figures, occupies a leading position among other regions – 26.1%, which is 11.4 million against the national average, of which about 4 million live on a territory which is beyond the control of the Ukrainian authorities. In the meantime,

it is the smallest area in the region, because its territory is equal to – 18.6% relative to the national value, which equals – 112,3 thousand sq. km. Of these, at the end of 2017, those occupied by the Russian Federation were about 15.8 thousand sq. km, Donetsk oblast – 7.5 thousand sq. km, or 28% of the total territory of the region; Lugansk oblast – 8,3 thousand sq. km or 31% of the total territory of the region [4].

It is also worth noting that within this region, in comparison to other regions, there is the largest number of urban-type localities – 431 units, as well as 4247 units – localities of rural type (about half of which is under the influence of Russian occupation today) [4].

Eastern Region is formed on the basis of the author's (K. Pavlov) approach to the conditional unification of the territory of four oblasts: Dnipropetrovsk, Zaporozhzhya, Donetsk, Lugansk oblasts, two of which are washed by the waters of the Dnipro River. In general, in peacetime, the peculiarity of this region lies in its investment attractiveness and is characterised by a high level of development of the manufacturing-industrial complex. The advantageous position of the geographical and social situation of Eastern Region is due to its border and coastal location; neighborhood with highly developed Central and Northern Regions.

The development of a wide network of railway connections in the region allows to fully take advantage of its transit potential, as well as to establish new external and internal transport links. In addition, oil and gas pipelines, railways and motorways run through Eastern Region.

As noted earlier, today some districts of Donetsk and Luhansk oblasts are under occupation of the Russian Federation, and on the territory of these oblasts continual armed conflicts are occurring. In this connection, the peculiar “instability” in the residential property market is transferred to two neighbouring oblasts, which are also within the boundaries of the specified region. On this basis, the situation in the region relative to obvious investment-market operations is extremely uncertain and doubtful.

Capital Region. The city of Kiev is the largest city in Ukraine. We consider it separate in our model of regional division of the residential real estate market, as a “sixth” region, since according to its parameters (the population, the share of investment in residential property, GDP, income of the population, etc.), it is comparable to the separate administrative regions, which are much larger by their territory, and according to individual param-

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eters, the city of Kyiv (Capital Region) is comparable to the entire regions of the country.

Kyiv, by area, ranks seventh in Europe and holds leading positions in terms of population density in Ukraine – 3490.1 people / sq. m. Meanwhile, the number of its population as of January 1, 2017 was – 2916.2 thousand people, which is about 6.8% of the total population. It is necessary to mention that the above indicator is constantly increasing. Besides, it should be noted that the city of Kyiv, together with its suburbs, forms the so-called Kyiv agglomeration with a population of about 3.4-4 million citizens [4].

In general, the capital – Kyiv, the city having a special status in the state, which is singled out at the administrative and territorial levels, is the center of Kyiv Region. This city is located in the north-central part of the country flanking the Dnieper River. The city of Kiev covers 847 sq. km. total area. The major part of the city is located on the right bank of the Dnieper river.

The city of Kyiv, the territory of which forms the basis of Capital Region, is one of the most important economic, political, religious, cultural and educational centres of Europe, due to central authorities and affiliated centres of political parties, public organisations, as well as judicial, legislative, and executive bodies located within.

Capital Region is one of the main centres of industry in the country. Most of all, it is food, tobacco, electricity production as well as distribution of gas and water. Industrial efforts of the region in such areas as chemical, light industry, and machine building are associated with the region.

The construction complex of Central Region is the largest by volume in the state. A large number of developer organisations, contracting construction and installation companies as well as small construction cooperatives and organisations operate on its territory.

Capital Region is the largest transport hub of the state. there are two international airports at its disposal “Borispol”, “Kyiv”, as well as one cargo destination – “Gostomel”. In fact, this region is a large railway junction, which combines 13 passenger and cargo stations in five main directions: Korostenskyi, Nizhyn, Mironovskiy, Fastovskiy and Hrebinkivskiy with the head office of the (Pivdenno-Zakhidna) Southwest Railway. A functioning river port is also at the disposal of the region.

The territory of Capital Region, is the point of departure for the following major main roads of international importance: “Kyiv-Sumy-Yunakivka”; “Kiev-Kharkiv – checkpoint Dovzhansky”; “Kiev-Odessa”; “Kiev-Cherni-

hiv – checkpoint New Yarilovichi”; “Kiev-Lviv-Mukacheve-Chop”, “Kyiv-Kovel – checkpoint “Yagodyn”, “Kyiv-Znamianka”. Long-distance bus passenger service is focused on the Central Automobile Station and six bus stations network around the region.

As already mentioned, Capital Region is the largest educational and scientific centre in the country. Indeed, there are more than 120 higher educational institutions, the National Academy of Sciences of Ukraine and various branch research institutions within its territory. It is also a powerful centre of financial and credit systems in Ukraine. There is the head office of the National Bank, about 150 directorates, branches of commercial and state banks. There are more than a dozen commodity and stock exchanges in the region.

Besides, it should be noted that there is a developed system of horticulture, the basis of which is, in its kind, a unique water-green center, with the diameter of 30 by 5 kilometres. It includes an aquatory part of the Dnieper River with adjoining islands and coastal areas. The formation of climatic spaces: Koncha-Zaspa and Puscha-Voditsa was undertaken due to the favorable natural conditions of the region. In general, the greenery territory, which is in general use, is just over 5.5 thousand hectares, including the reservoirs of the region, which cover more than 2.3 thousand hectares [4].

In general, the built-up part of the specified region is about more than 40% of its total area, including: the land occupied by residential multi-storey buildings – about 6,5 thousand hectares; public housing construction – 6.8 thousand hectares; buildings of industrial purpose – 6,0 thousand hectares [4].

4. Findings

Thus, having analysed the peculiarities of the social-economic development of these regions, it should be noted that the regional markets of residential real estate within these regions develop in accordance with the specifics of the region and are predisposed to a variety of factors, in particular: the volume of the total area; population; population density; volumes of capital investment in construction; residential stock; average sq, m cost of housing areas; gross household income per person; number of housing objects mortgage contracts; number of issued mortgages; gross regional product. As a result of the study, it was possible to estimate the competitiveness of the results of the regional ranking by social-economic indicators for 2011-2017 (Table 2). It was found that the Capital Region is the most

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competitive, and in relation to the development of regional real estate markets Northern and Southern regions proved to be the least competitive.

5. Conclusions

The current state of the economy of our country has embarked on the reform movement and requires all the qualitative structural changes that contribute to the formation of a favorable competitive environment for the regional residential markets functioning.

Actually, the presence of signs of monopolisation of the construction industry leads to a social imbalance and deformation of the real estate market. When developing the antitrust component of regional policy, it is important to carry out a social-economic assessment of the status of the regions, identifying the limits of the competitive market potential availability.

Therefore, the study attempts to identify the impact of various factors on improving social-economic determinants of the region, highlighting priority areas for the successful existence of regional residential markets. The research is guided by theoretical, practical results, which is confirmed by the final theoretical conclusions and methodological variability of the applied approaches.

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