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**WAYS TO THE FORMATION
OF THE BALANCE THE ECONOMIC INTERESTS
IN THE SYSTEMS OF UKRAINIAN REGIONAL MANAGEMENT:
PROBLEMS OF INNOVATIVE DEVELOPMENT**

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The formation of the balance of economic interests of regional development – a dynamic, complex process based on key stages: the first stage – consolidation, which manifests itself in strengthening, combining key interests, actions, capital of economic entities around the idea of innovative regional development and ensuring a high level of quality of life; the second stage is the harmonization of consolidated economic interests, which is seen as a process that eliminates diversity, contradictions in the direction of the realization of key interests of the region and the elimination of conflicts with national interests; the third stage – the coordination of key interests in the

paradigm of relations "state-business-population", which makes it possible to eliminate dissonance and failure in the system of regional reproduction and all life processes within and outside the region; the fourth stage is the formation of stable feedback to ensure the balance of economic interests. The identified stages require further implementation in measures and technologies of regulatory influence of the government on the processes of reproduction of the regional product.

The key interest of regional development actors in adapting the world experience in Ukraine is a direct transition to an innovative model of the cluster policy, which will make up for the innovative development of other countries, provide positive information and image effects, provide new prospects for expanding digitalization and smart specialization. It is proved, that it is impossible to use the best world experience of building an effective innovative cluster model of regional development without ensuring a decisive result – harmonization of the relations, which promotes the openness of state and regional authorities by EU standards.

In general, the specifics of economic interests, theoretical and methodological justification, features of their analysis in the regional economy are largely determined by several factors, features of the national economy which we recommend to rank depending on the organization of the region's economy by objective conditions of production and services; objective conditions of transport provision; sectoral structure of the economy; accumulation of the potential innovative and intellectual work; priorities of information and innovation progress; the degree of awareness of the interest of the economic entity; the institutionalization level of the cluster development of regions; the level and specifics of business and innovation culture; potential and priorities of innovative development of territories; mechanisms and tools of the state, regional, sectoral regulation.

Thus, in the conditions of the intensification the decentralization processes, the spread of standards European economy in Ukraine the weight and contradiction of regional economic interests inevitably grow that is caused by fast innovative progress, a complication of the market environment, needs of the population, businessmen, labor collectives. However, conflicts and economic interests conflicts simultaneously inhibit and stimulate economic and innovation and investment progress, outline the most important components of regional economic interest, among which it is appropriate to highlight: stimulating the market environment, innovation, systemic regional and sectoral clustering; ensuring favorable living conditions for the population: meeting the needs of consumer goods, creating a favorable ecological environment, providing social infrastructure and its services, exercising the right to decent work; the desire of the subjects of economic

relations of the region to production and economic activities, focused on: the principles of innovation and socio-oriented development; expanded reproduction of productive and non-productive spheres of regions; unique competitive advantages of the territory development.

The most actual, in fact not studied and not regulated in the system of knowledge the management and the regionalism of Ukraine are the following problematic aspects of the formation and the realization of economic interests of regional development from the standpoint of active formation of future cluster economy, its original institutionalization [1, p. 37]:

1. Uncertainty and vagueness of economic interests of regional development, contrary to the country's strategic plans, the processes of globalization, and internationalization of the economy. The association of the economic interests of the Ukrainian regions with the system of key interests of the world economy (voluntary accession to world processes of innovation and information development, raising quality and environmental standards of regional products) will form harmonious relations and competitiveness in the world market through voluntary association at the enterprises and organizations. cluster projects [2, p. 12].

2. Contradictions in international economic interests, lack of economic vectors and guidelines to support the development of the region's economy in terms of integration, interregional and intercountry specialization and cooperation, smart specialization of regions, small and medium business networks.

3. Deep contradictions between a large national producer (i.e large capital) and the economic interests of regional development. Conflicts can be economic, political, environmental, socio-cultural, and in most cases resolved in favor of big capital, which leads to a violation of the balance of interests in issues: distribution and consumption of regional resources, profitability, control over regional markets, environmental security.

4. Violation of the balance in the system of relations and key interests of labor and capital in the national and regional economies. Uncertainty and lack of legal consolidation of state interests in matters of a partnership between employees and employers, the implementation of the social cluster projects, the deep conflict of interests of the labor and capital. The social and economic positive of overcoming the problems of the regional development imbalance increasingly depends on the choice and use of effective forms of implementation and coordination of economic interests the workers and employers in the regions [2, p. 13].

5. Inconsistency of interests at the level of "state-region-business", which hinders the successful implementation of the economic reforms, the formation

of market relations, economic growth, the institutionalization of new cooperation forms – clusters, networks, integrated virtual platforms [2, p. 13].

This is by no means a complete list of issues in terms of reconciling conflicts of economic interests the regional development and recognizing the vector of innovation progress. However, a characteristic feature of these problems is their urgency. The urgent need to address the systemic development of the regions based on the needs of the social progress. Optimization of economic interests of regional development, their coherence, and consistency – is a prerequisite for economic progress. In addition, scientifically sound formation and planned implementation of economic interests, their consistency with other interests (corporate, individual) will ensure compliance with the interests of the optimal economic development of the region, improving economic and market relations, growth of production and welfare [1; 2, p. 13].

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