

COMMUNICATION APPROACHES TO THE PROMOTION OF THE REGIONAL STRATEGY AND ENSURING THE COMPETITIVENESS OF THE REGION

КОМУНІКАЦІЙНІ ПІДХОДИ ДО ПРОСУВАННЯ РЕГІОНАЛЬНОЇ СТРАТЕГІЇ ТА ЗАБЕЗПЕЧЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ РЕГІОНУ

The article examines the tools, measures and means used in the field of modern promotion of regional strategy in order to solve complex tasks and practical problems of ensuring their competitiveness at the national and international levels. The authors suggested systematizing the communication toolkit according to groups (measures, means, tools), and in each of the groups to distinguish specific features (measures should be divided by the sphere of activity, by types, by the direction of influence, by goals; tools – by communication and technological features; means – according to technical possibilities of communication, television, radio, Internet). This makes it possible to deepen the understanding of each of the elements of the toolkit and to formulate recommendations for their more effective use in the promotion of regions. The authors proposed to improve the theoretical and methodological approach to the formation of instrumental means, taking into account the goals and mutual coordination of the elements of the management system.

Key words: communications, competitiveness, tools, region, measures, means, stages.

DOI: <https://doi.org/10.32782/dees.6-20>

UDC 322.122:379.84

Bozhkova Viktoriya¹

Doctor of Economic Sciences, Professor,
Sumy State Pedagogical University
named after A.S. Makarenka

Illiashenko Nataliia²

Doctor of Economic Sciences,
Associate Professor,
Sumy State Pedagogical University
named after A.S. Makarenka

Syhyda Liubov³

PhD in Economics, Associate Professor,
Sumy State Pedagogical University
named after A.S. Makarenka

Божкова В.В.

Сумський державний
педагогічний університет
імені А.С. Макаренка

Ілляшенко Н.С.

Сумський державний
педагогічний університет
імені А.С. Макаренка

Сигида Л.О.

Сумський державний
педагогічний університет
імені А.С. Макаренка

На регіони суспільство покладає надскладне завдання – прискорення темпів соціально-економічного розвитку, поліпшення конкурентних позицій на національному і міжнародних ринках, що дозволяє їм розв'язувати складні задачі й практичні проблеми. Тобто, регіональні органи влади, які працюють на задоволення сучасних потреб громад, мають вже сьогодні так переформатувати свою діяльність, сформувати такі стратегічні плани, використовувати такий інструментарій і т.п., щоб не тільки відповідати на виклики сьогодення, а й забезпечити необхідний базис для успішного розвитку у майбутньому. На тлі всеохоплюючої інформатизації та цифровізації формуються й нові види процесів, комунікаційних зв'язків, заходів тощо. Інструментарій нового покоління, який з'являється завдяки новим технічним і технологічним можливостям, потребує додаткового аналізу і систематизації, що дозволить в подальшому підвищити ефективність його використання, створювати якісно нові заходи, розвиватись відповідно до швидкоплинних ринкових вимог. Таким чином, виконуючи суспільний запит, сучасні органи місцевої публічної влади та самоврядування мають ставати більш технологічними, використовувати новітній інструментарій, який, в свою чергу, потребує додаткового вивчення. Метою статті є обґрунтування авторських пропозицій щодо систематизації комунікаційного інструментарію та вдосконалення підходу до просування регіональної стратегії розвитку з його використанням. У статті досліджено інструменти, заходи і засоби, які використовуються у сфері сучасного просування регіональної стратегії з метою розв'язання складних задач і практичних проблем щодо забезпечення їх конкурентоспроможності на національному і міжнародному рівнях. Авторами запропоновано систематизувати комунікаційний інструментарій відповідно до груп (заходи, засоби, інструменти), а у кожній з груп виділити специфічні ознаки (заходи розділяти за сферою діяльності, за видами, за напрямком впливу, за цілями; інструменти – за комунікаційними та технологічними ознаками; засоби – за технічними можливостями зв'язку, телебачення, радіо, інтернету). Це дозволяє поглибити розуміння кожного з елементів інструментарію та сформулювати рекомендації щодо більш ефективного їх використання у просуванні регіонів. Авторами запропоновано удосконалити теоретико-методичний підхід до формування інструментальних засобів з урахуванням цілей та взаємозгодження елементів управлінської системи.

Ключові слова: комунікації, конкурентоспроможність, інструментарій, регіон, заходи, засоби, етапи.

The problem. Society is constantly in a state of quantitative and qualitative transformations, which periodically lead to significant transformations in various spheres of life. The current stage of such changes is caused by the sixth technological order, which is characterized by the development of bio-, nano-, info-, cognitive, communication, social and digital technologies.

Against the background of comprehensive informatization and digitalization, new types of processes, communication links, events, etc. are being formed. The toolkit of a new generation, which appears thanks to new technical and technological

possibilities, needs additional analysis and systematization, which will allow to further increase the efficiency of its use, create qualitatively new measures, develop in accordance with fast-moving market requirements.

In the regions, society sets an extremely difficult task – accelerating the pace of socio-economic development, improving competitive positions on the national and international markets, which allows them to solve complex tasks and practical problems. That is, regional authorities that work to meet the modern needs of the community should already reformat their activities, form such strategic plans,

¹ ORCID: <https://orcid.org/0000-0002-1557-3819>

² ORCID: <https://orcid.org/0000-0002-1426-1215>

³ ORCID: <https://orcid.org/0000-0002-0319-8070>

use such tools, etc., in order not only to respond to today's challenges, but also to provide the necessary basis for successful development in the future.

Thus, fulfilling the public request, modern bodies of local public power and self-government should become more technological, use the latest tools, which, in turn, require additional study.

Analysis of recent research and publications.

The problem of formation and use of communication tools is not new. Scientists widely research both theoretical and practical aspects of communications in various spheres of activity, in particular, the main aspects of methodology, organization and management, principles and mechanisms of event implementation were analyzed by T. Povaliy and N. Svitailo [1]; communicative professional competence as a condition of interaction with clients – O. Polyanychko and A. Chernyakova [2]; information and communication technologies in public administration – Yu. Dyachenko, I. Sedikova and V. Bondar [3], etc. Many works of foreign scientists are devoted to the problem of the application of active measures in practical activities [4; 5; 6]. Separately, we note the works devoted to ensuring the competitiveness of the region (O.I. Datsko [7] and others).

But the specification and systematization of the modern communication toolkit, which provides an opportunity to ensure the implementation of the specific needs of regions and society, as well as the formalization of proposals for improving the theoretical and methodological approach to its formation, in our opinion, are not sufficiently researched and require in-depth scientific research.

The purpose and objectives of the article. The purpose of the article is to substantiate the author's proposals for the systematization of communication tools and the improvement of the approach to the promotion of the regional development strategy with its use.

To achieve this goal, the article formulates a set of tasks:

- to investigate communication tools, activities and means used in the practices of the regions;
- to systematize the toolkit of modern communications according to certain characteristics;
- substantiate proposals for improving the approach to promoting regional strategy and ensuring competitiveness using modern communication tools.

An overview of the main material. Modern communications include a wide range of advertising tools, public relations, active interaction activities, etc. The latter can be individual, corporate, mass and have different goals (economic activity, patriotic education of youth, etc.). Regions are entrusted with a high responsibility by society, because their mission is not only to ensure a certain level of the quality of life of the population, the development of social and economic

activities, but also to activate scientific, innovative, investment, international and other types of activities, to present the region at various levels, which imposes additional requirements on the selection of tools that they can use.

Such activity involves the use of certain specific tools, the successful selection of which, in turn, depends on its success. Modern technologies make it possible to implement the most daring technological solutions (for example, the involvement of gamification and virtual reality in order to stimulate the activities of representatives of youth audiences).

In general, the communication toolkit that can be used by local authorities includes tools, means and measures. Means include:

- mobile communication devices;
- television means;
- means of radio;
- Internet environment tools;
- means of printed editions;
- personal communication tools.

Any of these means can be used to implement regional tasks. When choosing tools, it should be taken into account that young people primarily use the Internet and mobile communications; representatives of the economically active population – by mobile communication and personal communication; older people trust television and radio; printed editions have limited effectiveness (only if they meet the requirements and mood of the target audience).

Communication activities at the regional level include many activities that can be systematized according to the following characteristics:

- by field of activity:
 - economic;
 - social;
 - cultural and mass;
 - sports, etc.;
- by species:
 - conferences, seminars, round tables, etc.;
 - celebrations on the occasion of state and regional holidays (city days, anniversaries of the day of foundation, etc.);
 - festivals, fairs, etc.;
- by direction of influence:
 - administrative;
 - educational;
 - organizational, etc.;
- for the purposes of:
 - reputable;
 - anti-crisis;
 - informative, etc.

The main task in determining the plan of communication events in the region is to maintain a balance between the expediency of their implementation (when the information space is

overloaded with various events, their significance and the level of influence on target audiences are lost) and the mutual agreement of the goals that must be achieved.

In our opinion, communication tools should be divided into communication and technological features. Scientists [8] include the following as communication tools: advertising, propaganda, public relations, stimulation of activities and others.

Generalized characteristics of communication tools in view of the expediency of their use for the purpose of promoting the regional strategy and improving the competitive positions of the region are presented in the Table 1.

Technological tools include specialized services for improving the effectiveness of communications in the Internet environment (for example, Google Docs, DropMeFiles, Wordclouds, and others). Features of such tools through the prism of their use in regional communications are presented in the Table 2.

The classification of communication tools is presented in Fig. 1.

The range of available communication tools allows regions to diversify their own activities, to creatively approach the solution of social and

economic problems and their own practical problems, to form an information space, to establish the necessary messages in society. The selection and application of the elements of the toolkit is carried out in a certain sequence. In general, the theoretical and methodological approach to the formation of communication tools at the regional level includes the following stages (Fig. 1).

1. Determination of goals and "tree of goals" (strategic, operational, tactical), in accordance with the mission and tasks of the region.

2. Specification of communication tasks (terms, benchmarks and/or results, places, responsibilities, etc.).

3. Determination of measures necessary to achieve goals (in virtual and real space).

4. Specifying the means to be applied.

5. Selection of communication tools according to goals, means and measures.

6. Monitoring of implementation and performance (informational, economic, psychological, etc.); replacement of tools in case of low efficiency.

This approach makes it possible to implement at the regional level new approaches to the formation of the information and communication environment,

Table 1

Communication tools

Name of the tool	Characteristic	Features of application at the regional level
Advertising	One-sided long-term influence; concise and clear wording; low efficiency	Clarity of messages, minimization of spatial expressions with double meaning
Propaganda	Two-way communication; urgency of information messages; high efficiency	The effect of the tool depends on the image of the region
Public relations	Long-term interaction to establish / maintain loyal relationships; average level of efficiency	Necessity of involving appropriate qualified (specially trained) personnel
Stimulation of activities	Active interaction through individual interest (rational, emotional motivation); high efficiency	Limited opportunities in the case of financing from the regional budget

Source: compiled by the authors

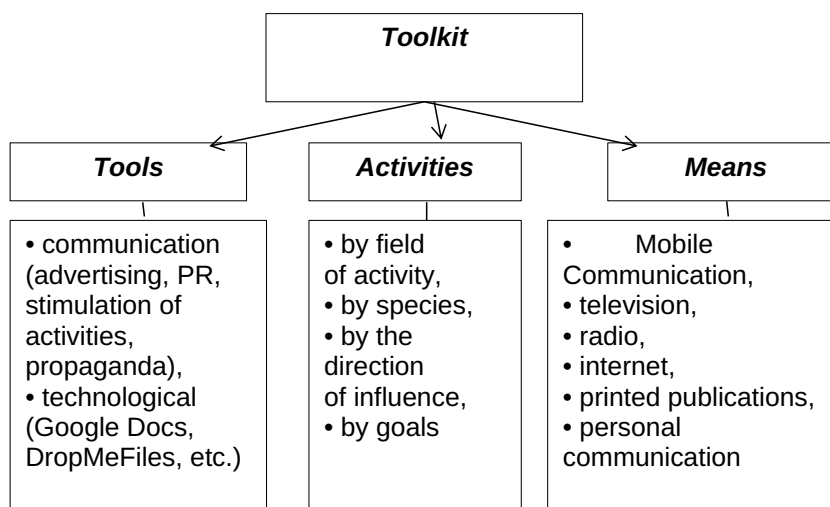


Fig. 1. Classification of tools

Source: compiled by the authors

Digital tools

Title	Essence	Possibilities of application in higher educational institutions	Official website
Google Docs	A free network office suite that includes: a word processor, a spreadsheet editor, a program for creating presentations	Access of many users to documents from any devices connected to the Internet, remote work	http://docs.google.com
DropMeFiles	Free service for fast exchange of large files, does not require registration, convenient, always works stably	Quick exchange of photo and video files (up to 100 GB)	https://dropmefiles.com.ua
Excel	Table processor for working with spreadsheets	A convenient program for event coordinators	https://www.microsoft.com/uk-ua/microsoft-365/excel
Wordclouds	Free online keyword and text cloud generator	The importance of each word is indicated by font size or color	https://wordcloud.pro
Pexels.com, Gratisography.com	A large selection of free high-quality, beautiful, extraordinary photos and videos with high resolution for the website / social account of the event, etc.	The slogan of the application: "Opportunities for creators"	https://www.pexels.com
Gratisography	English-language free database with a significant number of original photographs of nature, objects, people and cities	Base of original photos	Gratisography.com
Allseated	Free service for designing an exhibition plan (room), creating lists and accommodating guests	Service for organizing corporate events, exhibitions, etc	https://www.allseated.com/
Canva	Free graphic design tool (from business cards to brochures), quality picture templates for social networks, posters and presentations	Practically unlimited possibilities	https://www.canva.com
Worldtimebuddy	A simple tool to schedule meetings, webinars for participants from different time zones/countries	Ability to add to your Google calendar or email	https://www.worldtimebuddy.com
Skype, Joinme	Free video conferencing applications	Possibility of meetings	https://www.skype.com

Source: systematized by the authors

to interconnect the goals, tasks and elements of the communication toolkit in order to promote the regional development strategy and increase the competitiveness of the region.

Conclusion. Thus, based on the results of the research, the following conclusions can be drawn:

1) the systematization of the communication toolkit provides an opportunity to deepen the understanding of the essence of each of the tools, measures and means and to apply them more effectively at the regional level;

2) an improved theoretical and methodological approach to the formation of communication tools at the regional level in terms of mutual coordination of strategic goals and tasks with the elements of the tool system allows to increase the efficiency of

activities as a whole, to improve the competitive position of the region at the national and international levels.

The results of this study can be implemented in the activities of regional authorities, as well as be used as a basis for further scientific research on the development of an organizational mechanism for the implementation of communication measures in the regions.

REFERENCES:

1. Povaly, T.L., & Svitailo, N.D. (2021). Iventmenedzhment : navchalnyi posibnyk [Event management: a study guide]. Sumy: Sumy State University. 198 p. (in Ukrainian)

2. Polyanychko, O., & Chernyakova, A. (2016). Komunikativna profesiina kompetentnist yak umova vzaiemodii animatora z klientom u protsesi sotsiokulturnoi diialnosti [Communicative professional competence as a condition for the animator's interaction with the client in the process of socio-cultural activity]. *Pedagogical sciences: theory, history, innovative technologies*, vol. 3, pp. 320–326.

3. Dyachenko, Yu.V., Sedikova, I.O. & Bondar, V.A. (2020). EVENT-menedzhment yak skladnyk informatsiino-komunikatsiinykh tekhnolohii u publichnomu upravlinni [EVENT-management as a component of information and communication technologies in public administration]. *Mechanisms of public administration. Academic notes of TNU named after V.I. Vernadskyi. Series: Public administration*, 31 (70), № 6, pp. 39–44.

4. Andrea Driessen (2019) The Non-Obvious Guide to Event Planning/ URL: <https://nonobvious.com/product/non-obvious-guide-to-event-planning>.

5. Alex Genadinik (2015) Event Planning: Management & Marketing For Successful Events. URL: <https://www.amazon.com/Event-Planning-Management-Successful-successful-ebook/dp/B017T2B2XK/>

6. Judy Allen (2008) Event Planning: The Ultimate Guide. URL: https://www.perlego.com/book/1006948/event-planning-the-ultimate-guide-to-successful-meetings-corporate-events-fundraising-galas-conferences-conventions-incentives-and-other-special-events-pdf?utm_source=google&utm_medium=cpc&campaignid=17287656381&adgroupid=134138478662&gclid=Cj0KCQjw8e-gBhD0ARIsAJiDsaWHyEScjC9eydisASSU9NUs0hOt1465rz6JvLYL3TUlwXsX6w9pPGsaAjcYEALw_wcB

7. Datsko O.I. (2011). Zastosuvanniâ tsinnistnoho pidkhodu dlia zabezpechennia konkurentospromozhnosti rehionu v umovakh hlokalizatsii [Application of the value approach to ensure the competitiveness of the region in conditions of glocalization]. *Bulletin of the Donetsk National University. Economy and law series*. Vol. 1. Ch. 1, pp. 78–89.

8. Primak T.O. (2009). *Marketynhova polityka komunikatsii* [Marketing policy of communications]. Education. manual. K.: Atika, Elga-N. 328 p. (in Ukrainian)

БІБЛІОГРАФІЧНИЙ СПИСОК:

1. Повалій, Т.Л., & Світайло, Н.Д. Івент-менеджмент : навчальний посібник. Суми : Сумський державний університет. 2021. 198 с.

2. Полянничко, О., & Чернякова, А. Комунікативна професійна компетентність як умова взаємодії аніматора з клієнтом у процесі соціокультурної діяльності. *Педагогічні науки: теорія, історія, інноваційні технології*. 2016. № 3. С. 320–326.

3. Дьяченко, Ю.В., Седікова, І.О. & Бондар, В.А. EVENT-менеджмент як складник інформаційно-комунікаційних технологій у публічному управлінні. *Механізми публічного управління. Вчені записки ТНУ імені В.І. Вернадського. Серія: Державне управління*. 2020. 31 (70). № 6. С. 39–44.

4. Andrea Driessen. The Non-Obvious Guide to Event Planning. 2019. URL: <https://nonobvious.com/product/non-obvious-guide-to-event-planning> (дата звернення: 21.01.2022).

5. Alex Genadinik. Event Planning: Management & Marketing For Successful Events. 2015. URL: <https://www.amazon.com/Event-Planning-Management-Successful-successful-ebook/dp/B017T2B2XK/> (дата звернення: 12.01.2022).

6. Judy Allen. Event Planning: The Ultimate Guide. 2008. URL: https://www.perlego.com/book/1006948/event-planning-the-ultimate-guide-to-successful-meetings-corporate-events-fundraising-galas-conferences-conventions-incentives-and-other-special-events-pdf?utm_source=google&utm_medium=cpc&campaignid=17287656381&adgroupid=134138478662&gclid=Cj0KCQjw8e-gBhD0ARIsAJiDsaWHyEScjC9eydisASSU9NUs0hOt1465rz6JvLYL3TUlwXsX6w9pPGsaAjcYEALw_wcB (дата звернення: 21.12.2021).

7. Дацко О.І. Застосування ціннісного підходу для забезпечення конкурентоспроможності регіону в умовах глокалізації. *Вісник Донецького національного університету. Серія Економіка і право*. 2011. Випуск 1. Т. 1. С. 78–89.

8. Примак Т.О. Маркетингова політика комунікацій: Навч. посібник. Київ : Атіка, Ельга-Н. 2009. 328 с.