

ЕКОНОМІКО-СОЦІАЛЬНІ ВІДНОСИНИ В ГАЛУЗІ ФІЗИЧНОЇ КУЛЬТУРИ ТА СФЕРІ ОБСЛУГОВУВАННЯ

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EUROPEAN EXPERIENCE IN IMPLEMENTATION OF SMART SPECIALIZATION AS A TOOL FOR PROVIDING SPATIAL DEVELOPMENT OF REGIONS

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Acceleration of structural transformations in regional development under conditions of digitalization acquires special significance for Ukraine. The European methodology for implementing smart specialization allows identifying priority sectors and promising innovative projects based on the interaction of three vectors: entrepreneurial skills, science and technology, and markets [3].

Analysis of the experience of implementing smart specialization in EU countries has identified the following features that should be taken into account in the practical activities of state and regional authorities, enterprises, and stakeholders [1].

Firstly, the imposition of specialization by the government creates narrow areas and high risks; stakeholder involvement and a combination of «bottom-up» and «top-down» processes to determine priorities are quite common; the process of determining priorities in conditions of limited «knowledge investments» complicates their coordinated selection, leads to duplication of priorities, and political pressure.

Secondly, the process of choosing a specific regional smart specialization strategy and bringing it into line with policy instruments, available resources at regional, national, and international levels is quite complex.

Thirdly, having a strong innovation policy combined with advanced innovation infrastructure and high innovation activity of economic entities enables the reduction of time and resources and accelerates the implementation of the regional smart specialization strategy.

Fourthly, smart specialization is considered as the basis for developing future development strategies and forming future policies of countries regarding economic growth, and comprehensive management of smart specialization requires constant state support; smart specialization should be the basis of

the development program at all territorial levels, including cities; broad mobilization of stakeholders in the development and implementation of the smart specialization strategy is necessary.

Fifthly, at the regional level, universities, as well as research and technological organizations, play an important role in the framework of smart specialization, creating conditions for the formation of an “interconnected region”.

Sixth, ensuring the effectiveness of regional smart specialization strategies and implementing their priorities requires multi-level management; smart specialization provides an opportunity for interregional cooperation.

The main drivers of spatial development strategies based on smart specialization are business development, promotion of innovation, stimulation of investment, not subsidies [3]. Four simple rules (4 Cs), which are applied to the research and innovation sphere but can also be used in all other areas of development (society, economy, environment) [1, 2]:

(Rigid) Choice and Critical Mass: a limited number of priorities based on own strengths and international specialization to avoid duplication and fragmentation and concentrate funding sources on research, technology, development, and innovation;

Competitive Advantages: mobilize talents by matching business development potential with business needs through the entrepreneurial discovery process;

Connections and Clusters: development of competitive clusters and corresponding diverse/intersectoral connections within the region and beyond, engaging specialized technological diversification to match internal assets and external opportunities;

Joint Leadership: effective innovation systems as collective efforts based on public-private partnerships (quadruple helix) – to conduct experiments and identify weak signals that are of great importance.

Integration of the European approach to strategic development planning based on smart specialization into the economic system of Ukraine and its regions should be based on the combination of three components: sectoral (industrial); territorial (spatial); management.

Implementation of smart specialization can become a valuable component and tool of regional development in terms of identifying regions' (industries) priorities to enhance regional competitiveness through optimization and diversification of the economic structure, ensuring effective specialization of regions based on the utilization of their own resource and investment potential.

Sources of financing for smart specialization strategies may include: national budget; regional budgets; co-financing from local budgets; co-financing from private project promoters; EU structural funds; special EU programs. Typically, a combination of these funding sources for smart specialization strategies is

used in the implementation of spatial development strategies based on smart specialization.

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