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**INDUSTRIAL DEVELOPMENT OF REGION IN CONTEXT OF GLOBALIZATION AND
INTEGRATION PROCESSES: CASE OF KHARKIV REGION OF UKRAINE**

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Abstract. Today, globalization and integration processes in the economy have a significant impact on the industrial development of cities and regions. The purpose of the article is to analyze and substantiate the directions of industry development in the Kharkiv region in the context of integration and globalization processes based on a competitive approach.

The article, based on the study of leading scientific publications and content analysis of statistical information, reveals the peculiarities of the development of the region's industry.

The research used a set of general and special methods at the empirical and theoretical levels, such as methods of analysis and synthesis to assess trends in the development of the economy of the Kharkiv region, comparison to determine the priorities of the development of industries in the region, systematization and generalization for systematization information, formation of conclusions and scientific proposals of the paper. To identify threats and opportunities, advantages and disadvantages of the industrial development of the Kharkiv region, the method of SWOT analysis was used, due to which the matrix of strategic alternatives for the development of industrial enterprises of the Kharkiv region was proposed.

As a result of the study, a methodical approach to justifying the choice of the development strategy of industrial enterprises of the Kharkiv region was formed, which allows obtaining competitive advantages on the market in the conditions of integration changes. The scientific novelty of the study consists in determining the prospects for the development of the industry of the Kharkiv region in the conditions of globalization and integration processes, as well as in the justification of strategic directions of development based on the identification of three types of strategies for the development of industrial enterprises in the region.

Keywords: industrial development, Kharkiv region, industry, globalization and integration processes, industrial potential.

JEL Classification: F15, O18, R11

INTRODUCTION

Today, globalization and integration processes in the world have a significant impact on the industrial development of cities and regions. Due to the intensification of cooperation with partners from around the world, it is necessary to substantiate the volume of production and sales of industrial products, as well as to identify the feasibility of redistribution in the structure of export and import activities.

In addition, the development of industrial, innovative and high-tech clusters, which is implemented in the Kharkiv region, is a very current trend in the implementation of strategic priorities of Ukraine in the context of integration processes. The priorities of industrial development of the Kharkiv region are export orientation, innovation, implementation of investment projects, smart specialization.

Thus, the analysis of industrial development trends in the Kharkiv region in the context of globalization and integration processes will identify priority areas and landmarks of industrial enterprises, which is a very important issue. Defining strategic directions for the development of industrial enterprises in the Kharkiv region will promote the establishment of industrial relations between industrial enterprises, increase production and sales of manufactured industrial products, development of export and scientific and technical potential, expansion of foreign economic activity and more.

The concept of industrial development of Kharkiv region is defined in the Development Strategy of Kharkiv region for 2021-2027 (2020), Development Strategy of Kharkiv region for the period up to 2020 (2015), Action plan for 2021-2023 to implement the development strategy of Kharkiv region for 2021-2027 (2020), Program of development of investment activity of the Kharkiv region for 2021-2024 (2021) and Program of economic and social development of Kharkiv region for 2022 (2021) in the context of creating a competitive industrial complex capable of integration and globalization to solve the main problems of socio-economic development of Ukraine.

LITERATURE REVIEW

Scientists paid attention to the study of industrial development of countries, individual regions and cities, ensuring the competitiveness of industrial enterprises. Researchers' research is mainly interdisciplinary in nature, combining geographical, economic and sociological components. Thus, Coenen, L., Moodysson, J. & Martin, H. (2015) explored ways of renewal in the old industrial regions in terms of opportunities and limitations of regional innovation policy. Rypestol, J.O. (2017) analyzed regional industrial development. Getzner, M. & Moroz, S. (2020) characterized regional development and foreign direct investment on the example of the regions of Ukraine. Amani, G. Rweyendela & Godlisten G. Kombe (2021) identified factors influencing environmental and industrial development in Africa based on a SWOT analysis of Tanzania's industrial park. Natsuda, K. et al. (2020) conducted a comparative analysis of the industrial policy of Thailand and the Czech Republic. Restrepo, D. E. et al. (2021) formed the optimal directions of development of the region on the basis of diversification of industries. Kim, S. (2019) connected urban development with landscape change in the Yangtze River Delta region in China. Memiş, E. & Özay, O. (2019) determined the level of changes in the structure of exports and the complexity of products in the region of East and Southeast Asia in the context of industrial development of the region. Clark, J. & Sudharsan, S. (2020) formed firm strategies in the context of the new economic geography. Zeibote, Z. et al. (2019) conducted research on the impact of globalization on regional development and competitiveness on the example of regions. Lončar, J. & Marinković, V. (2015) prepared analysis of indicators in context of regional development in case of Eastern Croatia. Parkhomenko, N. & Otenko, I. (2018) proposed the mechanism of determining competitive advantages of region in global environment. Deineko, L. & Tsyplitska, O. (2020) considered the issues of industrial

development and industrial potential of regions in the conditions of deindustrialization. Priadko, I. (2019) revealed the peculiarities of industrial development in the Black Sea region of Ukraine. However, the issue of industrial development of the Kharkiv region in the context of globalization and integration processes is insufficiently studied.

PAPER OBJECTIVE

The aim of the article is to analyze and substantiate the directions of industrial development of the Kharkiv region in the context of integration and globalization processes based on a competitive approach. Analyzing scientific literature sources, statistical information, the analysis of a condition and tendencies of industrial development of the Kharkiv region is carried out. The SWOT-analysis method is used to identify threats and opportunities, advantages and disadvantages of industrial development of the Kharkiv region, due to which a matrix of strategic alternatives for the development of industrial enterprises of the Kharkiv region is proposed.

DATA AND STUDY AREA

The industrial potential of the Kharkiv region is provided by the activities of enterprises in high-tech industries, namely the aerospace industry, agricultural, energy and transport engineering, radio electronics, electrical industry, instrumentation. Products of enterprises of high-tech industries of Kharkiv region, namely turbines, tractors, aircraft, generators of nuclear power plants, etc. are exported to Europe, Asia and Africa.

A study of the industrial structure of the Kharkiv region shows that it is quite progressive compared to other regions of Ukraine. The largest share belongs to the branches of processing industries, the total share of which was about 65% in 2020 (Fig. 1). In the processing industry of the Kharkiv region in 2020, the largest volumes of sold products belonged to the production of food, beverages and tobacco products (about 38%); mechanical engineering, except for repair and installation of machinery and equipment (about 14%); production of rubber and plastic products, other non-metallic mineral products (about 8%) (Fig. 2).

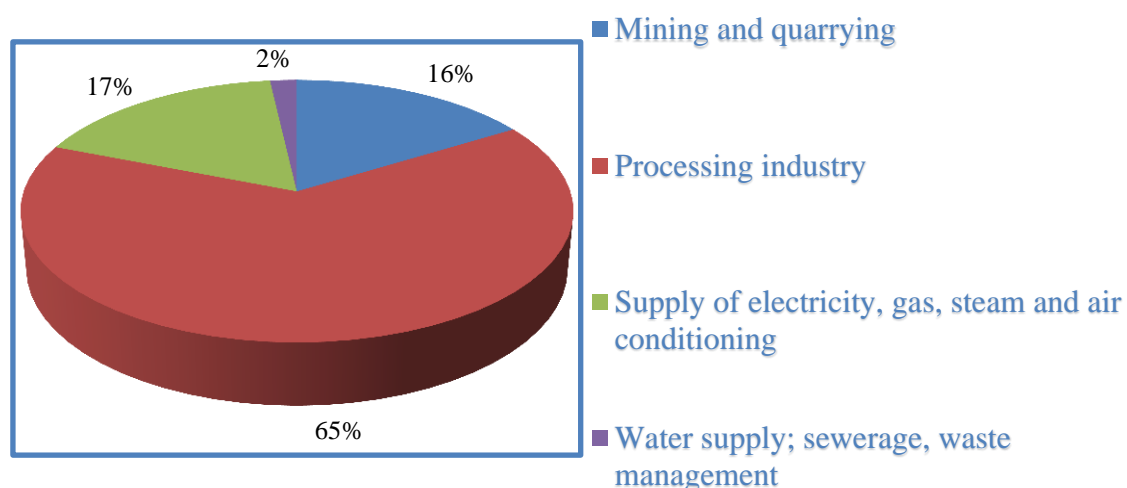
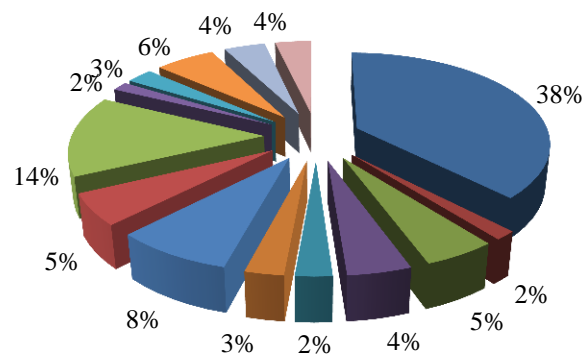


Figure 1. The structure of sales of industrial products of the Kharkiv region in 2020
Source: Compiled by the author based on Statistical information of Kharkiv region (2021)



- production of food, beverages and tobacco products
- textile production, production of clothing, leather, leather products and other materials
- manufacture of wood products, paper production and printing
- production of coke and refined petroleum products
- production of chemical products
- production of pharmaceuticals
- production of rubber and plastic products, other non-metallic mineral products
- metallurgical production, manufacture of fabricated metal products, except machinery and equipment
- engineering
- manufacture of computers, electronic and optical products
- production of electrical equipment
- manufacture of machinery and equipment nec
- manufacture of motor vehicles, trailers and semi-trailers and other vehicles
- production of furniture and other products; repair and installation of machines and equipment

Figure 2. The structure of sales of industrial products of the processing industry of the Kharkiv region in 2020

Source: Compiled by the author based on Statistical information of Kharkiv region (2021)

Regarding the dynamics of sales of industrial products of the Kharkiv region during 2015-2020 (Fig. 3), it should be noted that sales of food, beverages and tobacco products increased approximately 2 times in 2020 compared to 2015; in terms of mechanical engineering products, the largest sales volumes were in 2018, in 2019-2020 there was a slight decline; production of rubber and plastic products in 2020 was the maximum. Regarding the dynamics of sales of industrial products of the Kharkiv region during 2015-2020 (Fig. 3), it should be noted that sales of food, beverages and tobacco products increased approximately 2 times in 2020 compared to 2015; in terms of mechanical engineering products, the largest sales volumes were in 2018, in 2019-2020 there was a slight decline; production of rubber and plastic products in 2020 was the maximum.

There are currently more than 2,500 industrial enterprises in the region, employing about 148,000 people. Achieved sales volumes of the Kharkiv region were provided by leading enterprises, which accounted for more than 40% of industrial sales, namely the Kharkiv branch of PJSC "AbinBev Efes Ukraine", JSC "Ukrenergomashiny", "Plant of Malyshev", Svitlo Shakhtar JSC, Pivdenkabel Plant PJSC, Kharkiv Biscuit Factory PJSC, Philip Morris Ukraine PJSC, Kharkivkoblenergo JSC, Zdorodya LLC, Kharkiv Tile Plant PJSC, PJSC "Kupyansk Dairy Canning Plant".

The functioning of these enterprises, the expansion of markets, foreign economic activity in the period of integration processes ensure the achievement of positive dynamics of industrial

development of the region. If we focus on the indices of industrial production of the Kharkiv region by type of activity in 2013-2020 (Fig. 3), the most favorable for the growth and increase of production and sales were 2016-2018. In 2019, there was a negative trend in all industries, except for the production of chemicals and chemical products and the supply of electricity, gas, steam and air conditioning. In 2020, in addition to the positive trend in production in 2019, the production of food, beverages and tobacco products, as well as the production of rubber and plastic products and other non-metallic mineral products are added. All other industries, unfortunately, reduced production and sales. In terms of foreign investment in the development of industry in the Kharkiv region, the largest investors are Cyprus, Great Britain, the Netherlands, the United States and Poland.

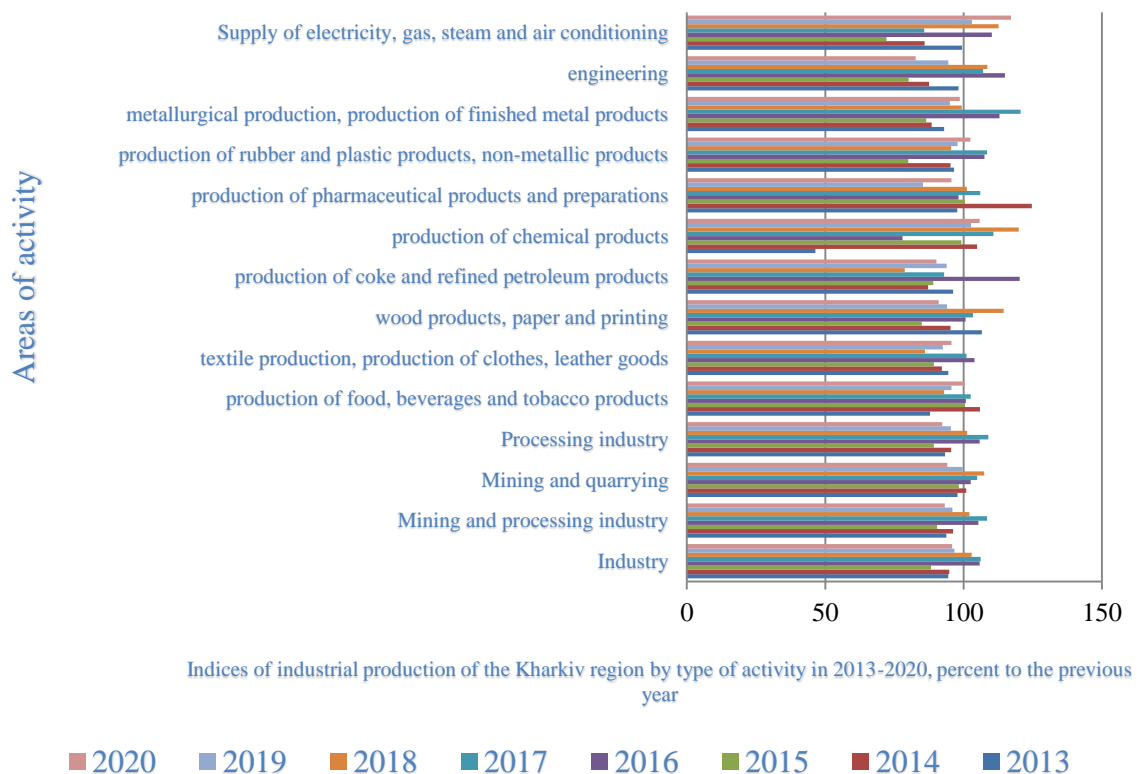


Figure 3. Indices of industrial production of the Kharkiv region by type of activity in 2013-2020, percent to the previous year

Source: Compiled by the author based on Statistical information of Kharkiv region (2021)

Regarding the foreign economic activity of enterprises in the Kharkiv region in 2019-2020 (Fig. 4), in 2020 there is a simultaneous increase in exports by 4% and imports by 3%, while the foreign trade balance is negative. In 2020, exports of organic compounds increased significantly (by 60%); paper and cardboard (by 42.7%); footwear (by 36.7%); pharmaceutical products (by 22.2%). Regarding the import of industrial products of the Kharkiv region in 2020, the import of umbrellas increased significantly (208.1%); natural and artificial fur (196.1%); dairy products (136.3%), etc.

Thus, the Kharkiv region has significant export potential in various industries. The priority sectors remain food production, as well as the machine-building industry, but given the trends of globalization and integration processes, export preferences in other industries should be increased.

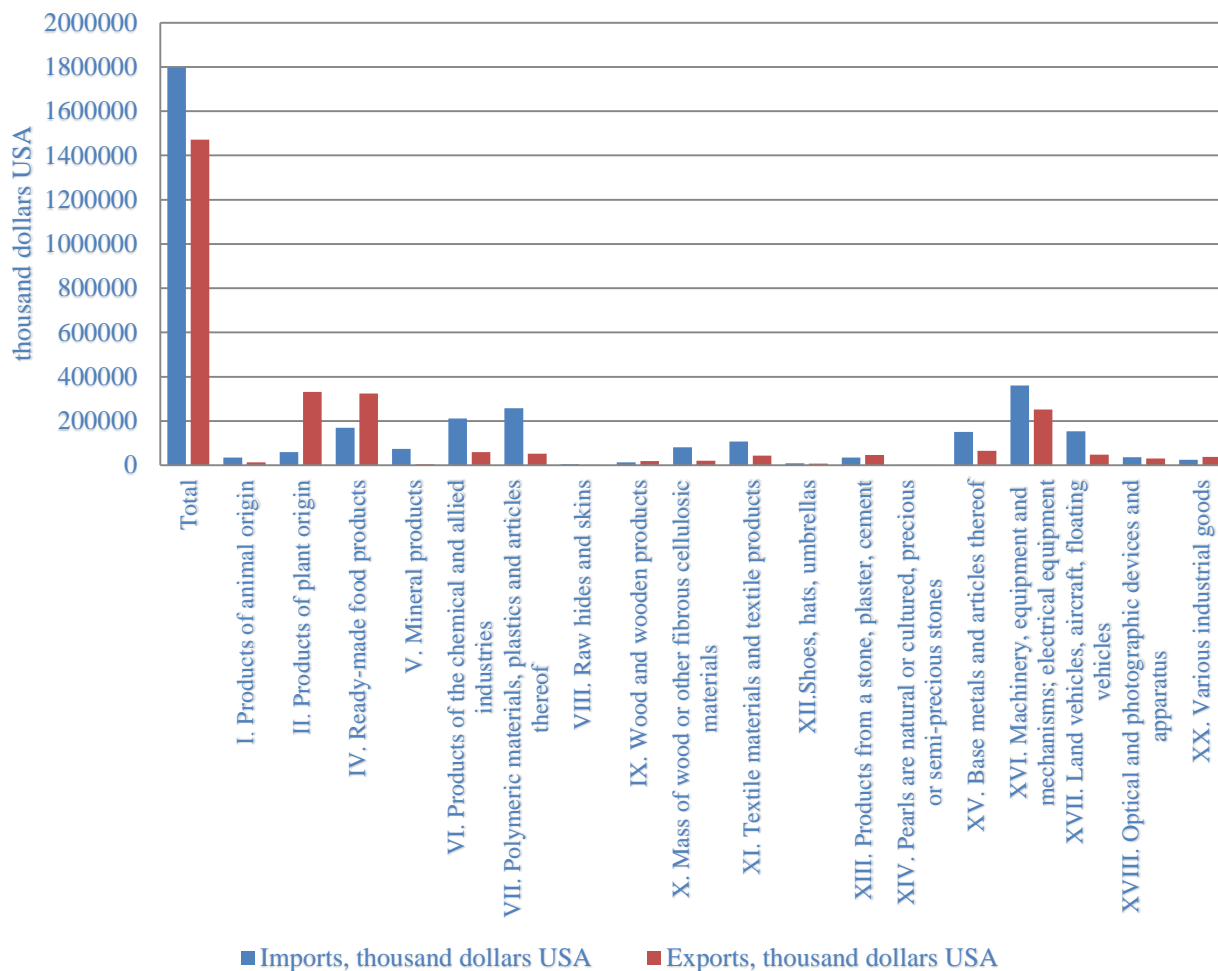


Figure 4. Commodity structure of foreign trade of Kharkiv region in 2020
 Source: Compiled by the author based on *Statistical information of Kharkiv region (2021)*

Of particular interest are the opportunities that can be gained by industrial producers as a result of the world trade wars, offering their own industrial products, such as metal products, pharmaceuticals, food and more. Given the potential for export expansion, the existing threats and barriers that depend on the innovation and competitiveness of industrial enterprises should also be anticipated. In addition, the Kharkiv region has significant potential for import substitution, providing domestic enterprises with their own products. The regions of Ukraine import significant volumes of plastic products, printing products, machinery and equipment, certain volumes in the range of products can provide enterprises in the Kharkiv region.

Based on these trends, it should be noted that the production of food, beverages and tobacco is the basis for the development of the industrial complex of the Kharkiv region, its share in industrial sales is 28.4% and exports is more than 20%. According to the results of 2020, the industrial production index was 100.5%. An important place in the region is occupied by industrial enterprises in the field of food production, which meet the needs of meat and dairy products, bakery and pasta. In 2021, compared to 2020, the production volumes of such enterprises as the Kharkiv branch of PJSC "AbinBev EfesUkraine", PJSC "Philip Morris Ukraine", PJSC "Kupyansk Dairy and Canning Plant", LLC "Equator Fish Cannery", branch of Golden Cross Kurgan Broiler LLC, Vovchansky Oil Extraction Plant PJSC, Novopokrovsky Bakery Plant, and increased production volumes of Technocom LLC, Kharkiv Biscuit Factory PJSC, Saltovsky Meat Processing Plant LLC, Ukrainian-Slovenian Enterprise "Kulinichivsky Bakery Complex", LLC "Roma", LLC "Bohodukhiv

Molzavod", PJSC "Confectionery Factory" Kharkiviyanka", LLC" Kharkiv Dairy Plant ", LLC "Prime ".

With regard to mechanical engineering in the Kharkiv region, machine-building enterprises produced 11.3% of the country's machine-building products, in terms of sales of mechanical engineering products ranks second among the regions of Ukraine. In 2021, the enterprises of Svitlo Shakhtar JSC, Pivdenkabel Plant PJSC, Frunze Plant PJSC, FED PJSC, Kharkiv Bearing Plant PJSC, Vovchansky Aggregate Plant JSC, Kommunar Association ; Lozova Forging and Mechanical Plant LLC; JSC Ukpostach; Promelectro Kharkiv LLC; JSC Kharkiv Tractor Plant increased production volumes.

In the Kharkiv region, the building materials industry is quite developed. These industrial enterprises produce cement, slabs, ceramic tiles, concrete mortars, etc. The share of production of rubber and plastic products, other non-metallic mineral products in the total sales of industrial products in the region was 6.3% in 2020. The leading enterprise in this branch is PJSC Kharkiv Tile Plant.

The chemical and petrochemical industry of the Kharkiv region is represented by pharmaceutical production, production of chemical plant protection products, as well as production of consumer goods, namely plastic products, household chemicals, enamels, paints. The leading production enterprises of the chemical, petrochemical and pharmaceutical industries of the Kharkiv region are PJSC Khimpharmzavod Chervona Zirka, PJSC Pharmaceutical Company Zdorovya, PJSC Kharkiv Pharmaceutical Enterprise Zdorovya Narodu, JSC Stoma, JSC Lekhim-Kharkiv, LLC "HADO-technology", JSC "Biolik" and others.

The pulp and paper industry and publishing also play an important role in the Kharkiv region. The leading enterprises in this industry are Private Enterprise "Color Printing Company Ukraine-Yun-Chen", LLC "Folio Plus", Private Enterprise "Publishing House" Golden Pages", LLC"Factor-Print", JSC"Kharkiv Book Factory "Globus" etc.

As for the light industry of the Kharkiv region, it is represented by enterprises of textile, knitwear, clothing, footwear and other industries that have a strong industrial potential and produce a wide range of consumer goods and industrial goods. The leading enterprises of light industry of the Kharkiv region include Ukrainian Awning Company LLC, PJSC Tinyakov Factory PJSC, Mongoose LTD Firm, Theater Props Factory LLC etc.

As for the regional industrial specialization of the districts of Kharkiv region, they are mostly focused on the development of agro-industrial complex, but there are also industrial enterprises, which are mostly focused on the food industry. The districts of Kharkiv region are dominated by the food industry and mechanical engineering. Only Kharkiv district is represented by the production of a wide range of various industrial goods, which emphasizes the disproportionate nature of industrial development.

Thus, in Bohodukhiv district of Kharkiv region a significant part of industrial enterprises are enterprises of food industry and processing of agricultural products JSC "Bogodukhiv Meat Plant", LLC "Bogodukhiv Mall Plant", LLC Joint venture "Bogodukhiv Fodder Plant", LLC "Bogodukhiv Bakery Api-plus, Bohodukhiv Fish Farm LLC, Bohodukhiv Food Products Plant LLC etc.

Industrial enterprises of food, processing, electric power, pharmaceutical, construction and other branches of production operate on the territory of Chuguiv district. The largest producers of food are PRIME Distillery LLC, Chuguiv Dairy Plant PJSC, Chuguiv Meat Plant LLC, Chuguiv Dairy Plant LLC, Slobozhansky Food Plant LLC, Chuguiv Mineral Water Plant Private Enterprise, Golden Cross branch of Kurgan Broiler LLC, Vovchansky Oil Extraction Plant PJSC, Novopokrovsky Bakery Plant. They systematically expand the range of manufactured products, dynamically develop, upgrade equipment, increase production space, and improve quality. The electric power industry of the region is a branch of "Teploelectrocentral" LLC "Oil and Gas Company". The manufacturer of non-metallic products LLC "Malinovsky Glassworks" in addition to selling products on the domestic market is actively working for export. The pharmaceutical industry is characterized by the production of premixes and veterinary drugs LLC "Zooveterinary

Center". Also, the district is positioned by manufacturers of products for the construction industry Chuguiv Aviation Technological Plant, LLC Chuguiv Plant of Metal Structures and the enterprise in the field of machine-building LLC Chuguiv Fuel Equipment Plant. In the context of globalization, companies are increasing their presence in foreign markets, exporting manufactured products to Iraq, South Korea, Armenia, Oman, Kazakhstan, Georgia, Azerbaijan and other partner countries.

Kupyansk district in the field of industrial goods, represented by sugar, dairy, machine-building plants, as well as a plant of reinforced concrete structures. Important enterprises of the district are Kupyansky Meat Processing Plant LLC, Bel-Ger Company LLC (malt production), Metz Plant LLC, Kupyansk Machine-Building Plant PJSC (production of machines and equipment for food production), JV "Ukrainian Eastern Fish Company", LLC "Kupyanskaya Printing House", LLC "Kupyansky Silicate Plant" (production of concrete construction products), PJSC "Kupyansk Dairy Cannery", Private Enterprise "Artan-color" (factory for the production of Christmas decorations). Promising in the area is the development of small business in the areas of food production, furniture, leather industry.

Izyum district is represented by the machine-building industry of LLC Izyum Locomotive Repair Plant, Subsidiary Enterprise Izyum Instrument-Making Plant, LLC Izyum Plant of Railway Transport Components, production of optical devices and photo equipment of Private Enterprise Izyum Optical-Mechanical Plant Ltd, LLC "Izyum bakery "Kulinichi", JSC "DPZKU" and others.

The activity of Krasnograd district is related to the food industry and production of animal feed LLC "Krasnograd Mill", PJSC "Promin" (production of meat, milk, oil and fats, flour and cereals, pasta, bakery products, sugar, feed for animals), PJSC "Zorya" (production of products of the flour and cereals industry), the company Private Enterprise "Yukon Agro" (production of oil and fats), industrial production in the gas industry Branch drilling department Ukrburgaz JSC "Ukrgezvydobuvannya"; production of building materials LLC "Alma-bud".

Production activity of Loziv district is focused on food production of Lozovsky Foodstuffs Plant LLC, Lozovsky Agropromtechservice LLC, Lozovsky Elevator LLC, Lozovsky Cannery Private Enterprise, machine-tanning of Lozovsky Traktorodetal PJSC, Lozovsky Car Repair Plant JSC Loziv Forging and Mechanical Plant LLC, metallurgy Ukrainian Foundry Company LLC, etc.

METHODOLOGY

The situation at the production enterprises of the Kharkiv region directly affects the performance of the entire industrial complex. Demand for industrial products is mostly formed by the domestic market with a gradual entry into foreign markets. Industrial enterprises are trying to increase trade, innovation, investment activity, expand the range of manufactured products, to establish an uninterrupted system of sales activities. Industrial enterprises of the Kharkiv region are focused on attracting investment resources, intensifying innovation, saving resources and creating a positive business image of Kharkiv region.

SWOT-analysis is an effective tool that allows to comprehensively assess the industrial development of the region, to systematize information on the features and specifics of territorial development, to carry out strategic planning and make management decisions on further development trajectory (Table 1).

Table 1

SWOT-analysis of industrial development of Kharkiv region

| Factors | Strengths | Weaknesses |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Internal environment | <ol style="list-style-type: none"> 1. High level of quality of labor resources and significant scientific potential for industrial development. 2. Innovative potential of the region's IT industry. 3. High level of urbanization. 4. High development of transport infrastructure and availability of logistics centers. 5. The presence of a powerful industrial sector developed processing industry, mechanical engineering, pharmacy. 6. High level of export diversification. 7. Investment attractiveness of some production areas. | <ol style="list-style-type: none"> 1. Territorial disparities in the development of the region, its monocentric organization. 2. High level of depreciation of fixed assets of industrial enterprises. 3. Insufficient level of capacity utilization. 4. Low level of export orientation. 5. Low level of development in the industrial sector of small and medium business. 6. Significant number of unprofitable large manufacturing enterprises. 7. Low level of innovation activity of industrial enterprises and insufficiently developed innovation and investment infrastructure. |
| | Opportunities | Threats |
| External environment | <ol style="list-style-type: none"> 1. Ensuring the competitiveness of the region through the development of science, education, IT industry. 2. Diversification of industrial exports in the EU, USA, China, Africa and the Middle East. 3. Modernization and development of the latest technologies in the field of industry for the formation of a competitive industry. 4. Growing global demand for food. 5. Expanding state support for industrial development, as well as small and medium-sized businesses. 6. Improving the investment and business climate. 7. Integration of enterprises in the region into global value chains. | <ol style="list-style-type: none"> 1. Loss of competitive position in some industries due to failure of timely innovation, non-compliance with international quality standards. 2. Existence of risks related to activities in new international markets. 3. Imperfect state regulatory policy. 4. Decrease in foreign investment. 5. Crisis phenomena in the economy. 6. Falling prices in world markets for exports of the region. 7. Restrictions by innovative countries on the transfer of new technologies to developing countries. |

Source: Compiled by the author

RESULT AND DISCUSSION

The results of the SWOT-analysis allow to identify the directions of industrial development of the Kharkiv region, minimizing threats and ensuring full use of existing opportunities, taking into account strengths and weaknesses. Thus, given the available opportunities, industrial enterprises have the opportunity to strengthen their competitive advantage. Determining the interdependence and interrelation of influencing factors, the assessment of risks and benefits is carried out, which is the basis for the choice of strategic alternatives and, accordingly, short- and long-term goals of regional development.

We will form a matrix for choosing the type of industrial development strategy, taking into account the intensity of the impact of certain factors of influence (Table 2).

Table 2

Matrix for choosing the strategy of industrial enterprise development

| | | Type of development strategy of the production enterprise | | |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|
| | | Fast growth strategy | Strategy of stabilization or moderate growth | Reduction or folding strategy |
| The trajectory of development of the industrial enterprise of the region | Growth of activities, supporting the impact of opportunities, strong positions | Development strategy (offensive) | Development strategy (offensive) | Strategy aimed at ensuring the stabilization of activities (neutral) |
| | Stabilization of activities, lack of support opportunities, neutral position | Development strategy (offensive) | Strategy aimed at ensuring the stabilization of activities (neutral) | Strategy aimed at ensuring the stabilization of activities (protective) |
| | | Strategy aimed at ensuring the stabilization of activities (neutral) | Strategy aimed at ensuring the stabilization of activities (protective) | Strategy aimed at ensuring the stabilization of activities (protective) |
| | Reduction of activity volumes, identification of threats to development, weak positions | Strategy aimed at ensuring the stabilization of activities (protective) | Strategy aimed at ensuring the stabilization of activities (protective) | Strategy aimed at reducing activity (closure) |
| | | Strategy aimed at ensuring the stabilization of activities (protective) | Strategy aimed at reducing activity (closure) | Strategy aimed at reducing activity (closure) |

Source: Compiled by the author

Thus, taking into account the development trends of the production enterprise, the existing external threats and opportunities, production potential, it is possible to segment the development strategies of the production enterprise. Building a matrix of choice of development strategy of an industrial enterprise allows, combining factors of influence, to form the direction of future development.

Strategies for the development of machine-building enterprises in the Kharkiv region are determined on the basis of reporting information on the results of activities on the information of corporate sites, taking into account the conditions of the global environment.

Thus, machine-building enterprises of Kharkiv region can be grouped by types of development strategies as follows: rapid growth strategy, which is focused on ensuring the development of industrial enterprises through offensive actions implemented by PJSC "Kharkiv Bearing Plant", PJSC "Pivdenkabel"; the strategy of moderate growth and stabilization, determined by stable development indicators, availability of necessary resources, which is focused on saving and expanding markets, innovation and product renewal is implemented by JSC "Turboatom", PJSC "Electromashina", PJSC "Pivdenkabel", PJSC "Turbogaz"; the strategy of curtailment or reduction, which is determined by negative trends due to reduced profitability, changes in consumer preferences, reduction of assets, reorientation to other markets is implemented by PJSC "Kupyansk Machine-Building Plant", which is in the process of liquidation.

CONCLUSION

Significant advantages and potential directions of development of the Kharkiv region are the development of the service sector of the economy, namely the market of educational services, IT sector, trade, providing industrial development. To strengthen the position in this area, it is advisable to develop international cooperation, form joint ventures, create production partnerships and alliances that will provide access to missing resources. The innovative potential of the Kharkiv region allows us to focus on the development and development of new types of industrial products in the fields of mechanical engineering, metalworking, chemical, pharmaceutical, light, food industries, etc. Diversification of industry in the Kharkiv region provides investment attractiveness, forms a more capacious market, promotes infrastructure development. Given the strengths and weaknesses of the Kharkiv region, the priority of industrial development is the localization of high-tech engineering products in the region. A significant threat is the decline in the competitiveness of some sectors of production, as well as the strategic gap between the level of industrial development of the city and the region.

The main task of development of industrial enterprises of the Kharkiv region is to increase production and sales of industrial products. Solving this problem requires individual specific measures for each enterprise. The development of certain enterprises is associated with obtaining a state order for the manufacture of products, and therefore state support for the development of domestic enterprises will intensify their activities. For some companies, increasing production is associated with increasing the competitiveness of products, compliance with international quality standards, ie priority for them is innovation, constant innovation, intensification of innovation and investment activities, the search for competitive advantages over other industries. In the context of integration processes, an important tool for the development of industry in the region is the focus of manufacturing enterprises on export activities and the constant diversification of international markets. It is also advisable for manufacturing enterprises to focus on import substitution for certain types of products, taking into account their own development opportunities. The positive dynamics of development of industrial enterprises in the Kharkiv region will create a positive image and help attract investment. A significant task of industrial enterprises in the context of rising energy costs is to save resources, take care to minimize costs and increase energy efficiency of production. Given the educational, scientific and IT capabilities of the Kharkiv region, to strengthen industrial advantages, it is advisable to form scientific-industrial and technological parks and clusters that will strengthen the industrial potential of enterprises and the region's reputation in international markets. Despite the difficult military and political situation in 2022, the region remains a major industrial center.

As a result of the research, a methodical approach to substantiating the choice of development strategy of industrial enterprises of the Kharkiv region is formed, which allows to obtain competitive advantages in the market in the conditions of integration changes.

The scientific novelty of the study is to determine the prospects of industrial development of Kharkiv region in the context of globalization and integration processes, as well as substantiation of strategic directions of development based on identifying three types of development strategies of industrial enterprises in the region.

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ПРОМИСЛОВИЙ РОЗВИТОК РЕГІОНУ В КОНТЕКСТІ ГЛОБАЛІЗАЦІЙНИХ ТА ІНТЕГРАЦІЙНИХ ПРОЦЕСІВ (НА ПРИКЛАДІ ХАРКІВСЬКОЇ ОБЛАСТІ УКРАЇНИ)

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Сьогодні глобалізаційні та інтеграційні процеси в економіці мають значний вплив на промисловий розвиток міст і регіонів.

Метою статті є аналіз та обґрунтування напрямків розвитку промисловості Харківського регіону в умовах інтеграційних та глобалізаційних процесів на основі конкурентного підходу.

У статті на основі вивчення провідних наукових публікацій та контент-аналізу статистичної інформації розкриваються особливості розвитку промисловості регіону.

У дослідженні використано комплекс загальних та спеціальних методів емпіричного та теоретичного рівнів, таких як методи аналізу та синтезу – для оцінки тенденцій розвитку економіки Харківської області, порівняння – для визначення пріоритетів розвитку галузей промисловості регіону, систематизація та узагальнення – для систематизації інформації, формування висновків і наукових пропозицій статті. Для визначення загроз і можливостей, переваг і недоліків промислового розвитку Харківської області використано метод SWOT-аналізу, за допомогою якого запропоновано матрицю стратегічних альтернатив розвитку промислових підприємств Харківської області.

У результаті дослідження сформовано методичний підхід до обґрунтування вибору стратегії розвитку промислових підприємств Харківської області, що дозволяє отримати конкурентні переваги на ринку в умовах інтеграційних змін. Наукова новизна дослідження полягає у визначенні перспектив розвитку промисловості Харківської області в умовах глобалізаційних та інтеграційних процесів, а також в обґрунтуванні стратегічних напрямків розвитку на основі визначення трьох типів стратегій.

Ключові слова: промисловий розвиток, Харківська область, промисловість, глобалізаційні та інтеграційні процеси, промисловий потенціал.