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## **IMPERATIVES OF SOCIO-ECONOMIC DEVELOPMENT IN UKRAINE UNDER GLOBALIZATION CONDITIONS**

Dynamic changes in the scientific and technical cooperation, economic, political and culture spheres during the process of globalization (emerging of new technologies, the formation of under state institutions in the world economy, the destruction of traditional and the construction of new social structures, the emergence of new countries, redistribution of power and resources, etc.) have determined the main tendencies of humanity in XXI century. At the same time ecological, demographic, migration and cultural problems, together with lack of resources, imbalances in the economic development of countries, the threat of global war, terrorism, human problems, social inequality, the spread of new diseases, as well as the problems of rational use of the depths of the world's ocean, the peaceful and safe development of outer space, etc.), have become the reason for searching positivist conceptual basis of social development.

This problem is considered to be particularly acute in the so called "young" states with a transformational economy. That is why it is necessary to take into account the growing global trends that determine the new conditions of social development and coexistence of countries. Firstly, there is a climate change. It should be noted that the natural orientation of climate development has been greatly accelerated by the negative man-made influence. It is manifested in the increase in air temperature due to the greenhouse effect. In the XXI century the amount

of unfit for human residence areas (mainly Southern) and development of new, still unattractive Northern territories will increase under these circumstances. Secondly, this is the preservation of the progressive dynamics of the STP, which leads to an increase in number of new products, technologies, types of economic activity and the expansion of the human life environment in general. In the nearest future, the transition to new technologies of traditional fuel extraction, the identification of new fuels, the elaboration of new medicine and medical technologies, the development of genetic engineering, new transport. Communication construction technologies and assimilation of new territories will become the most significant events all over the world. Thirdly, there is the growth of population. However, it will occur unevenly, it mainly in the Asia-Pacific and African regions. Fourthly, this is the predicted complication of the environmental situation in the world (pollution, growth of ecologically, dangerous food products, lack of qualitative drinking water, emerging of new diseases, etc.). All these complications will cause the health problems for the most people all over the world. Fifthly, this is an increase of population mobility in the form of intensification of migration processes (including the intensification of intellectual migration, illegal, labor, increasing the number of refugees) and tourism (cognitive, recreational, religious). Sixthly, this is extending of influence and system of the inter-government management: globalization, internationalization, integration, homogenization, division of labor, etc. Seventhly, this is the transition of society from post-industrial to informational type, and eventually to post-informational one. The implementation of this tendency will be accompanied by a radical change in the nature of economic relations, mentality, the potential of passionate impulse, etc. The above mentioned seven global trends can cause stratification of society, substantial aggravation of political, economic and social contradictions. Actually, the emergence of new waves of political and economic crisis, the series local military conflicts and attempts to form a new global system of global governance.

Imperatives of sociale-economic development of Ukraine under the existing conditions of globalization are thoroughly covered in the works of well-known domestic scientists: V. Besedin, O. Bilorus, I. Bondar, A. Galchinsky, V. Gayts, A. Gosha, A. Grishnova, M. Yermoshenko, B. Zyanko, E. Libanova, D. Lukyanenko, L. Melnyk, S.

Mocherny, B. Panasyuk, B. Paton, A. Rudchenko, V. Savchuk, A. Filipenko and others. It can be recognized that Ukraine having obtained in 1991 the status of independent country, did not fully realized its natural resource and economic potential. In addition to this, we have not formed our stable strategic competitive advantages in the world economy yet. That's why it causes permanent aggravation of the political and socio-economic situation in our country.

The above-mentioned large-scale problem requires further thorough scientific analysis and development of not only long-term socio-economic measures and strategic programs, but also the engineering of a new holistic mechanism of Ukraine's development. There for the structure of society, human values, general civilization achievements and world-wide trends of human development should be taken into account. In this context, the works of world-know scholars and writers who from their own point of view have identified universally recognized and alternative civilizational models of social existence are of great importance. Therefore, the combination of works of modern scholars with the inheritance of scientists from the social and humanitarian and technical sciences can give impact to finding new management mechanisms.

In order to build a competitive national economy under the new challenges of the twenty-first century it is necessary to determine the priority areas of management, and the structure of the national economy to form as derivative. The priorities of socio-economic development of Ukraine in the conditions of globalization are as follows.

1. Formation of tourist and migration centers by means of expanding natural, historical, archaeological, cultural, religious, artistic and recreational uniqueness.
2. Involvement of transit geopolitical potential of the country by restoration and construction of transit roads, terminals, ports, communications, transport, communication facilities.
3. Activation of environmental business, energy and resource-saving technologies in the life of Ukrainian society through expansion of commercial economic activities in the areas of environmental protection and society, improvement and increasing quality of products and services, rational use of natural resources and waste products, prevention and elimination of man-made and anthropogenic pollution.

4. Directing the development of the agro-industrial complex, food industry and trade in the area of production and sale of environmentally friendly and quality goods. This priority requires the positioning of Ukraine in this status through the activation of green marketing and management, the spread of invariantmentalism and consumerism.

5. Construction and reconstruction of cities and towns: territories, buildings, local roads, structures, in accordance with new civil and ecological requirements and standards, the need for which is conditioned by the physical and moral wear of existing facilities and the progress of vehicles, means of communication, communications and public order.

6. Development of scientific potential by means of intensifying cooperation between scientific institutions and educational establishments with enterprises and the state, as well as international cooperation and exchange within the framework of the new state scientific-technical, investment and innovation policy aimed at increasing in number of objects of intellectual property and innovations.

7. Developments of cognitive-adaptive education, which will take into account new social requirements, change of physiological and mental abilities of youth and will provide. The transition from factual to methodological education, combination of theory and practice, obtaining specialized practical skills, informational support; the use of new domestic methodological elaborations, international exchange programs, the construction of the system of national management and public administration.

8. Development of the domestic rocket-space complex through the deepening of specialization and international industrial cooperation.

9. Reforming the health care system through transition to the pay-social insurance basis, deploying a preventive system for disease prevention; forming of a system for promoting the concept of healthy life of the population; intensification of research in the field of genetic engineering; creation of databases and medical banks of repositories.

10. The expansion of the role of sport and physical education in society, which is an opportunity to improve the health of the nation and material well-being of people enhance the image of Ukraine and consolidate Ukrainians and generate income.

The development of mankind and its concrete manifestations in technical, economic or other spheres is always determined by contradictions, uncertainty and the emergence of non-standard circumstances. At the beginning of the third millennium the world is characterized by acceleration of economic dynamics and complication of the mega environment, which requires mastering the realities of the present and the future. Exactly this problem that necessitates the definition of the Concept and priorities of the direction of socio-economic policy in Ukraine and conducting further research in the field of developing the application framework for their implementation. Definition and development of the paradigm of socio-economic development of Ukraine in the XXI century will create an opportunity to reveal socio-economic and human potential.

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