

## **CURRENT ISSUES OF A HEALTHY ECONOMY IN THE REGION: MARKETING ASPECTS**

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*Annotation. The urgency to study the current marketing aspects and issues of a healthy economy in the region is caused primarily by the ever-changing volatile economic situation in 2020. There is a need to build highly efficient economic activities that will form a healthy economy in the region from marketing areas. Thus, these abstract justifies the relevance of identifying the most critical factors influencing a healthy economy in the region. The study of current issues shows the necessity to reduce disparities between regions for building healthy economies of countries. Strategic planning of territorial development should consider these issues and the use of modern marketing concepts.*

*Key words: health economy, economy of a region, territories marketing, marketing of a region, health economy issues, marketing aspects*

Globalization and active development of international relations in the countries' economies, their regions, and territories necessitate the need to compete for investment and innovation development, for access to new markets, new consumers. In general, territories should implement a full range of marketing to promote them and introduce the significant economic activity.

Simultaneously, conducting economic activity in a particular region is a complex, multifaceted process, formed under the influence of significant factors. These factors include not only socio-economic indicators but also natural resources, demographic, scientific and technical, historical-geographical, administrative, and governance. Effectiveness synergetic management of the application of each factor's advantages

and the leveling of the shortcomings, respectively, forms the healthy economy concept. A healthy economy is a particular type of economic activity that involves profit maximization, appropriate, environmentally friendly, harmless, and most efficient use of all resources, materials, production processes, and finished products; it is the most effective governments and intergovernmental communications; rational energy transactions and some other aspects (Melnyk, L., 2018).

A healthy economy of regions, in turn, is a specific type of it, which is implemented in a specific area and often with a set period.

Territorial marketing, as part of a healthy economy complex, has become increasingly popular in recent years and is already a relevant part of the government and non-government at the regional level. Territorial marketing not only expands the tools of public administration but also changes the approaches, setting strategic goals, because the basic principle should be to consumer requests satisfaction. In territorial marketing, it focuses on residents, investors, visitors, and other economic entities that operate or may operate in this area.

Non-governmental services and organizations implement territories marketing too. Many private enterprises operating in each territory are also entities that form a healthy economy in the region. Their actions on the market form introduction of a synergistic relationship system of all counterparties in a particular area. Thus, the reasons for activating the organization of a healthy economy in the region from the standpoint of marketing may be: change in philosophy, principles, goals of territorial development, identification of the population as a real participant in the planning system, as well as changing the nature of territorial authorities. The development of the territory includes its improvement, security, and social protection of the population. These factors lead to dynamic changes in the territories' strategies, but in the same case, cause the need to solve many problems (Nagornyi Ye.I. et al., 2017).

The problems of healthy economy building in the region from the standpoint of marketing today are incredibly relevant. When the world is confronting the disease caused by COVID-19, almost all countries and their regions have suffered this process's consequences. The issue of maintaining the position of profitability of

individual regions is becoming increasingly important. At the same time, the construction of a healthy economy in the region is an urgent issue. From the point of view of marketing, it is possible to detail such specific issues as local government, investment attractiveness, European integration, competitiveness, and strategic development of the regions. It is strategically vital for European countries to implement a healthy regional policy aimed at eliminating disparities between regions and ensuring their integrated development. The development of a region one understands as a progressive change in the socio-economic structure ensures the economic use of its resources and maximum satisfaction of its production needs (Bondarenko, V., Shershun, K., 2012).

In modern conditions, it is necessary to use methods focused on the region's development based on its resources, expanding the powers of regions in socio-economic policy through decentralization of state executive power and management and delegation of management functions to the regions. In such economical relations transformation, it is crucial to use the marketing concept of regional strategic planning, as one of the conditions for the formation of unique competitive advantages of the territory, the possibility of active regions self-sufficiency, through deepening those functions of the territory for which there are the most favorable conditions.

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