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THE EU COHESION POLICY AND HEALTHY NATIONAL DEVELOPMENT: MANAGEMENT AND PROMOTION IN UKRAINE

Editors

Nataliia Letunovska,
Liudmyla Saher,
Anna Rosokhata



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Reviewers:

Babenko Vitalina – Doctor of Economics, Professor, V.N. Karazin
Kharkiv National University (Kharkiv, Ukraine);

Kuzior Aleksandra – PhD, DSc., habilitated doctor, Professor, Silesian
University of Technology (Gliwice, Poland)

Rekunen Ihor – Doctor of Economics, Professor, Sumy State University
(Sumy, Ukraine)

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The monograph focused on the specifics of the principles of the EU Cohesion Policy implementation. The authors conducted an analysis of the economic, ecological and social aspects of the integration of the EU experience into the state policy of Ukraine. The monograph summarizes approaches to the restoration of the country and healthy development. Particular attention is paid to the issues of health care system management, the trends and prospects of achieving the state of resilience of the medical and social provision system of the population in the context of the impact of COVID-19 on the national economy. The experience of using marketing and innovative technologies in the context of healthy national development is summarized.

The monograph is generally intended for government officials, entrepreneurs, researchers, graduate students, students of economic, medical, and other specialties.

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in these indicators. It should be noted that European health care systems and models of providing medical services are characterized by: consumer orientation and solidarity –corporatism (state guarantee of a minimum package of medical services, an approved pricing mechanism, state standards for the quality of medical services, a balance between state regulation of the sphere and market mechanisms functioning and financing, decentralization of the management system). We consider the European experience to be relevant from the point of view of forming a strategy for developing health insurance in Ukraine: defining the mission, goals of long-term development and improving the institutional and organizational environment of Ukraine within the framework of international cooperation. The experience of functioning of health care systems of European countries is very useful for Ukraine and can be applied after its adaptation to our realities. This requires strategic planning of developing mechanisms of public management of the healthcare system in Ukraine, including family medicine, taking into account the experience of EU countries and the analysis of the results of its implementation in pilot projects.

4.2. The evolution of national development: from the concept of endogenous growth to a health-oriented economy in the context of the COVID-19 pandemic²

Today, Ukraine is the largest country in the European region by area, which includes almost 30,000 settlements, therefore, as a state with a fairly large territory, it faces the problems of uneven development of its regions throughout the entire history of the formation of its economy and social sphere: higher density the population in urbanized areas encourages the development of business there, in contrast to territorial objects with a smaller population. Business development provokes GDP growth in cities at a higher rate than in rural areas. At the same time, the government's task is to balance development with stimulating the reduction of gaps in the quality of life between different settlements and curb migration phenomena from less attractive territories. It is noteworthy that one of the positive features of Ukraine's regional development is the absence of such determinants of interregional differences as the ethnic, religious and

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linguistic composition of the population, which is characteristic of some other large countries of the world. For example, the EU has hundreds of diverse regions that differ significantly from each other in terms of ethnic, religious and linguistic factors. For these reasons, further intensification of efforts in the development and implementation of the strategy of cohesion policy and regional development is an urgent issue in the EU.

Returning to Ukraine, it tended to polarize regional development with the flow of economic resources from the eastern regions to mostly central and western ones (Table 4.1).

Table 4.1 – Share of regions in Ukraine's GDP, % (formed using data (Regions of Ukraine, 2014; Regions of Ukraine, 2020))

Region	The 2005 year	The 2012 year	The 2017 year	The 2019 year
Without changes				
Dnipropetrovsk	9.3	10.1	10.5	9.8
Zakarpattia	1.5	1.5	1.4	1.5
Zaporizhzhia	4.5	3.8	4.4	3.9
Ivano-Frankivsk	2.2	2.2	2.1	2.2
Mykolaiv	2.2	2.0	2.3	2.3
Rivne	1.6	1.5	1.6	1.7
Kherson	1.5	1.3	1.6	1.6
Chernivtsi	1.0	0.9	1.0	1.0
Chernihiv	1.7	1.6	1.9	2.0
Volyn	1.5	1.4	1.7	1.9
Sumy	1.8	1.7	1.9	1.9
Odesa	4.7	4.4	5.0	5.0
The share of the region in the country's GDP has increased				
Vinnitsia	2.3	2.3	3.1	3.3
Zhytomyr	1.7	1.7	2.1	2.1
Kyiv	3.5	4.8	5.3	5.5
Kirovohrad	1.6	1.5	1.8	1.8
Lviv	3.9	4.3	4.9	5.4
Poltava	4.1	3.9	5.0	4.7
Ternopil	1.2	1.2	1.4	1.4
Kharkiv	5.8	5.6	6.3	6.2
Khmelnitskyi	1.8	1.8	2.1	2.1
Cherkasy	2.0	2.1	2.5	2.6
Kyiv city	17.5	18.9	23.5	23.9
The share of the region in the country's GDP fell				
Donetsk	13.1	11.7	5.6	5.2
Luhansk	4.5	4.0	1.0	1.0

It is also noteworthy that the share of the city of Kyiv in the state economy is gradually increasing, which indicates the growing asymmetry in the development of the capital and peripheral regions. After February 24, 2022, these trends only intensified, and Ukraine faced even more challenges in addition to the newly experienced phase of the COVID-19 pandemic, regarding uneven territorial development. In the period from 2020 to 2022, before the start of the war in Ukraine, another factor had a significant impact on regional development in the country – the COVID-19 pandemic. It is appropriate to note that the international nature of the COVID-19 pandemic has led to the emergence of a number of challenges for the economies of many countries of the world, covering different regions, their financial and budgetary spheres and political and institutional environment.

Special attention in the research of scientists in 2020-2022 is paid to determining those factors that condition the vulnerability of territorial objects to the impact of COVID-19, and inhibitory factors that, on the contrary, slow down the spread of the negative consequences of the pandemic. These studies were preceded by scientific works on analyzing other indicators that provoke the growth of the country's economy.

A meta-analysis (Ziabina et al., 2020) of the theoretical and methodological landscape of the development concepts evolution was conducted. For this, a sample of 96,904 publications (according to the scientometric database Scopus) dedicated to research on development theory was generated. Based on the results, five main stages of research were identified (Fig. 4.1): 1) the concept of endogenous development, which prevailed in science until 2014, is related to internal factors of development (human capital, labor productivity, production capacity); 2) the concept of innovative development, which dominated in 2014-2016 (Fig. 4.2), is related to innovations and scientific and technological progress; 3) the concept of sustainable development, which prevailed in the studies of 2016-2018 (Fig. 4.3), is related to the analysis of the determinants of national growth in the context of achieving the goals of sustainable development; 4) the concept of inclusive development, which prevailed in 2018-2020 (Fig. 4.4), is related to the issue of growth through the prism of achieving a state of equality of determinants that cause the quality of life level, the development of social institutions based on the principles of accessibility for all population; 5) the concept of welfare-oriented development (Fig. 4.5), which became dominant in 2020 in the conditions of the spread of the COVID-19 pandemic around the world, is

related to the definition of national growth indicators in the context of achieving the resilience of the country's socio-economic system in the presence of risk factors for public health. At this stage, scientific research touches on health promotion and social-behavioral patterns in the health care system.

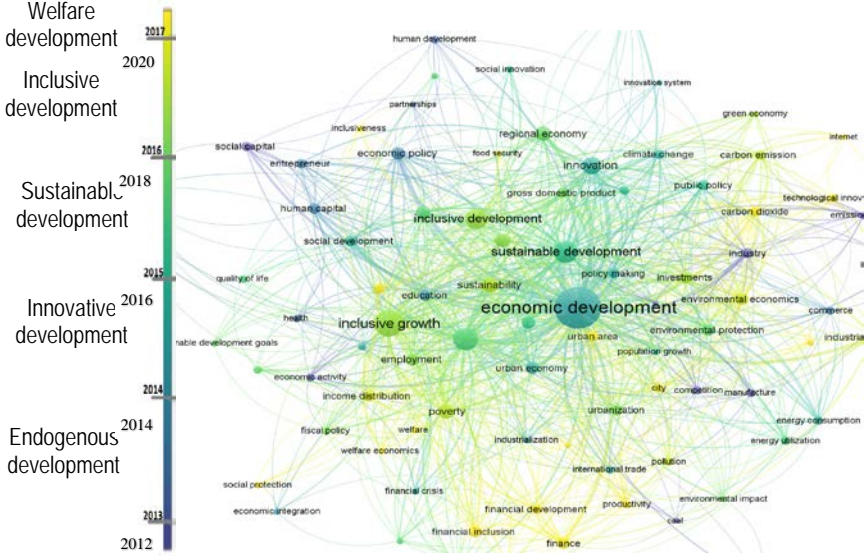
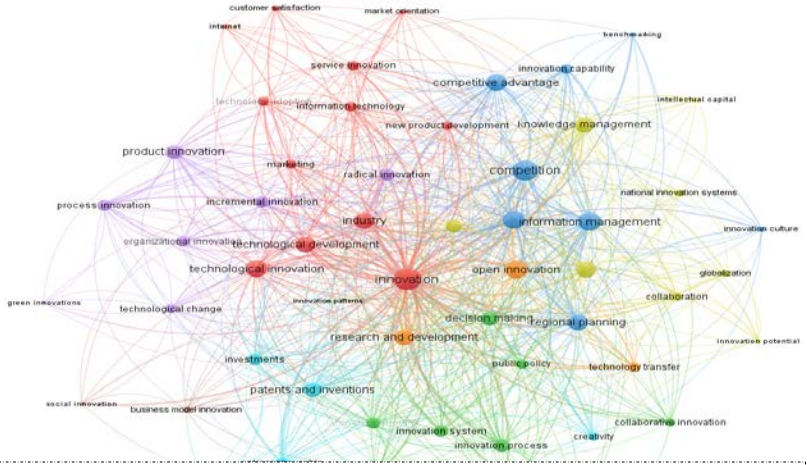


Figure 4.1 – Visualization map of the evolution of development theories

The systematization of the scientific work of foreign and domestic scientists regarding the definitions of a region that has competitive advantages made it possible to single out the following different conceptions: 1) resilient-formative, when a region is considered successful, where development is focused on three main components: the promotion of sustainable development business, ecologically responsible territorial planning and support of projects that have a positive socio-ecological impact (sustainable region); 2) the "center – periphery" approach, when the leading region is the one that combines technological and social achievements in contrast to other regions that are distant from the center and underdeveloped (the central region); 3) economic, when there are advantages of a region with a developed economy with high indicators of economic support for the local population, which does not need subsidies from the state or these subsidies are minimal and ensures its development at

the expense of its own resources (developed region); 4) innovative and technological, when a region is successful, the basis of whose development strategy is the purposeful search and effective management of innovations in all spheres of the economic, social and spiritual life of the territory (innovation region); 5) industry-determining, for which the leading region is a region where significant production capacities of a certain industry or several industries are concentrated and/or which is a center of tourism due to the presence of cultural and historical heritage, unique natural territories, objects of other value for tourism and/or which accumulates a number of educational institutions, clusters, hubs, etc., representing an educational center (industrial, tourist or educational region, etc.).



Research vector: innovative development, technological development, information management, innovative system

Figure 4.2 – Clustering of identified research relationships on the theory of innovative development

It is worth noting that there is no simplified and widely used formulation of the meaning of the term "healthy region" and there is a lack of justification regarding the role of the health factor in increasing the effectiveness of the regional policy, which necessitated the clarification of the essence of the definition of "healthy region" to determine the prerequisites and determinants of achieving the goals of healthy

development of territorial units. A healthy region is defined as one whose advantages are a high level of the health index of the local population and its health-centric behavioral patterns, effectively functioning health care links, and an established system of preventive work against diseases, which forms the competitive advantages of the territory in matters of countermeasures threats to public health and the formation of effective human capital, which determines the sustainability of economic development in the long term (Vasilyeva et al., 2020; Rosokhata et al., 2020; Khomenko et al., 2021).

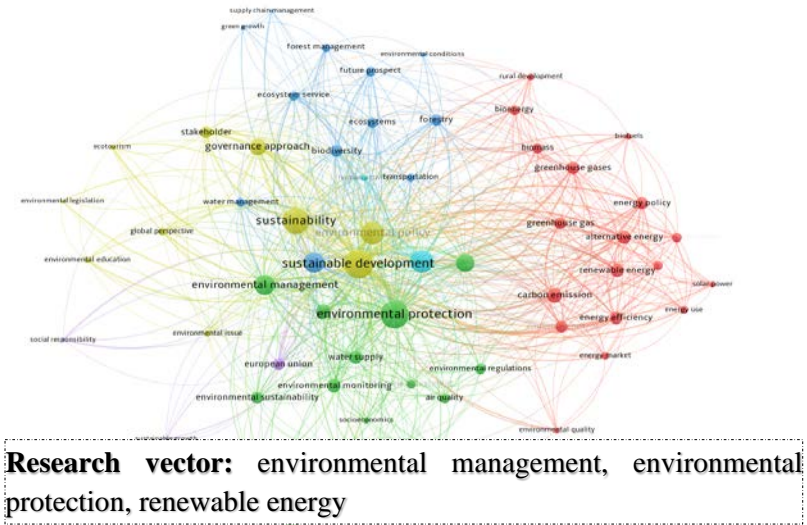


Figure 4.3 – Clustering of identified relationships for research on the theory of sustainable development

The analysis of the concept of regional equality in the Google Books Ngram Viewer environment with the initial period from the 70s of the last century shows that the topic of regional equality is of constant interest to researchers with a certain decrease in publication activity in 2015, but with a renewed increase in the popularity of research in this area from 2016. The trend is still growing, Figure 4.6.

Note that each subsequent type of development considered above does not negate, but harmoniously develops the previous ones, Figure 4.7. The modern development of social relations objectively formed the need

for a perfect model of economic development, which involves not only maintaining the balance between economic, social and environmental components of development but also aimed at achieving the most lasting advantages of the territory in health, in particular in conditions of risks to public health, which is epidemiological threats.

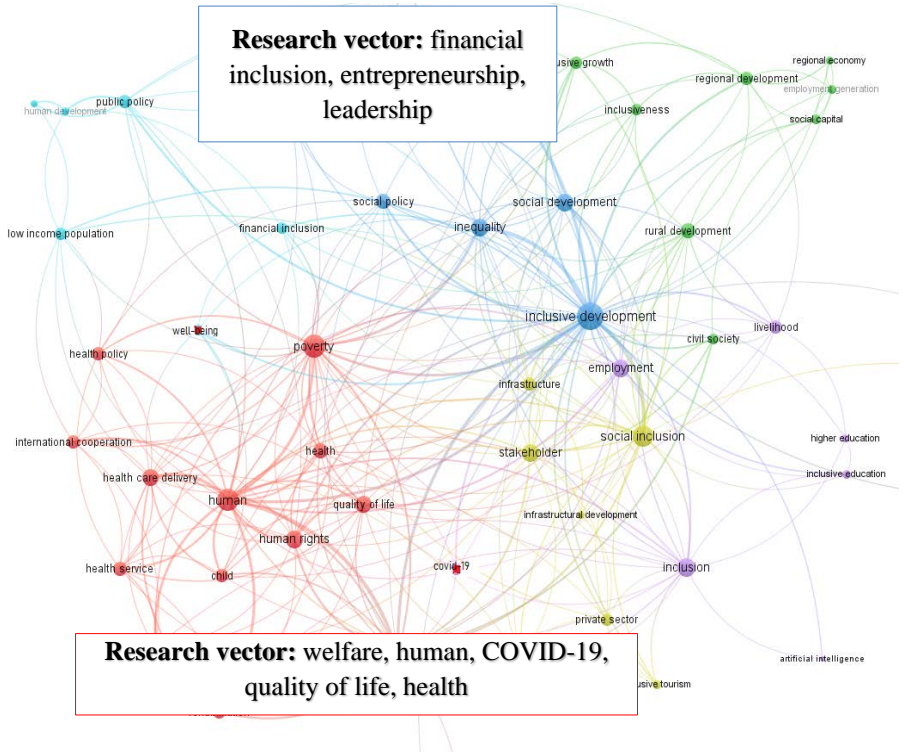
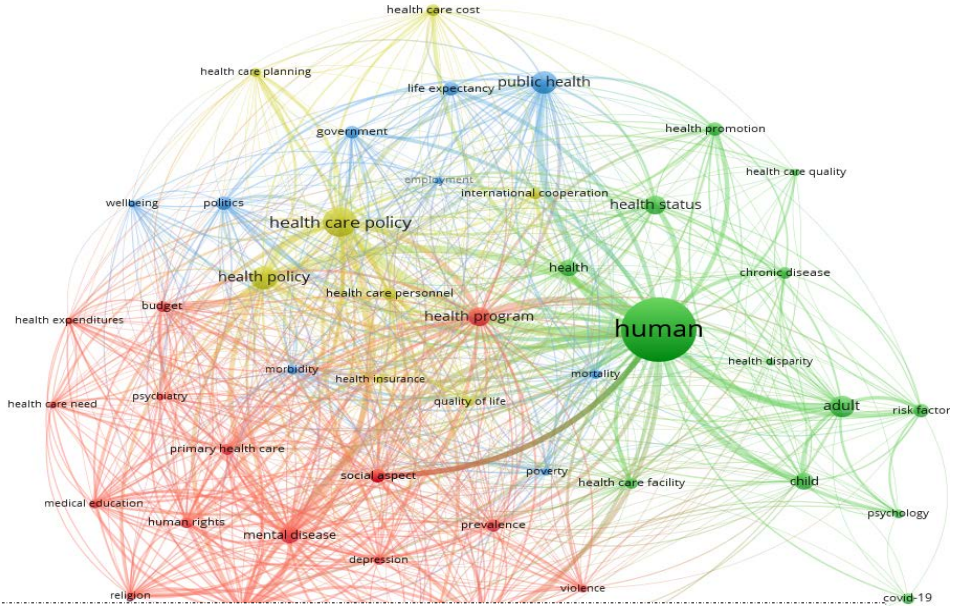


Figure 4.4 – Clustering of research relationships on the theory of inclusive development

This will make it possible to reduce the destructiveness of the impact of adverse events on the health care system in the region in the future. Moreover, health is understood as economic stability, a positive social and ecological situation, and health as a component of the human potential of a certain territory (the concept of holistic health is taken into account – a combination of physical and spiritual well-being). The figure highlights the basic distinctive features as factors of the model that determine the success of its implementation and are the starting points for further movement

toward the implementation of the next development model.



Key categories in four clusters: welfare policy, health promotion, economics of the health care system, socio-behavioral aspects of the health

Figure 4.5 – The results of the clustering of scientific patterns by the category "welfare-oriented development"

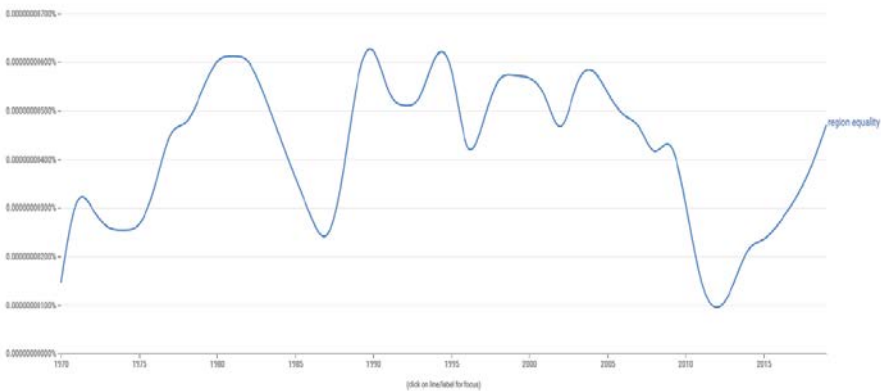


Figure 4.6 – The number of scientific studies on the topic of regional equality

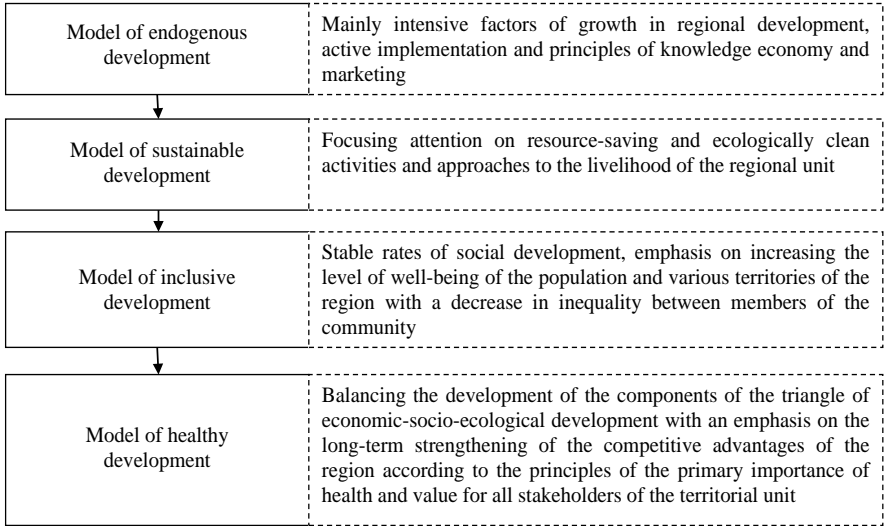


Figure 4.7 – The sequence of transformation of models of regional development into a model of improving the economy

The uneven development of regions could be caused by various components: social, cultural, geographical, infrastructural, resource, etc. The more comprehensively all components of regional development are met, the more resistant it is to threats: socio-economic, political, epidemiological or even image-related. It is appropriate to pay attention to the reserves of achieving high competitive positions of the regions in the conditions of turbulent conditions caused by risks in health care, which, in particular, take place in the conditions of martial law. It is necessary to focus attention on reserve factors, such as those that increase the resistance of the subject to probable threats arising under the influence of factors of the external environment of the system (Minchenko & Demchuk, 2021; Starchenko et al., 2021; Touil Ait & Jabraoui, 2022). Over the years, the research of scientists has evolved from the study of endogenous factors of development to health and well-being-oriented development in the 20s of the current century, which results in a significant reassessment of the dominant factors of growth in the scientific world – the achievement of a stable state of the body, resistance to chronic diseases and pain, formation of a sufficient level of personal holistic health, which makes each individual more adapted to risk factors, and, therefore, forms social regional "immunity" to vulnerable factors.