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**BASIC REGULARITIES, PRINCIPLES AND OBJECTIVES
OF THE REGIONAL MANAGEMENT UNDER MODERN
CONDITIONS OF ADMINISTRATIVE REFORM**

Problem and its connection with important scientific and practical tasks. Urgent problem of scientific support proclaimed by President of Ukraine P.Poroshenko course on decentralization is the development of theoretical principles and practical recommendations on transformation of regional management in restructuring power relations in Ukraine and introduction of European standards of governance. To achieve this goal it is necessary to define the following objectives: to analyze current scientific research on regional governance and explore theoretical principles of governance at regional level, identify unexplored questions in this direction, to clarify the essential characteristics of the categories of regional research management; develop principles used in Ukraine of European standards of governance at regional level in direct relationship with the principles of democratic governance. On this basis it is important to offer the conceptual approaches to adoption and implementation of strategies and regional management in an integrated approach to reforming the system of regional authorities to develop proposals for improving the regional administration. In this context, an important task of the theory of government may be solved - to formalize regional dimension in the context of systematization management concepts and principles of regional administration.

Recent research and publications analysis. Studies of regional management are in the sphere of scientific interests of many Ukrainian scientists, such as O.Amoshi, V.Vyshnevskoho, A.Halchynskoho, V.Heytsa, V.Honcharova, V.Dorofiyenka, I.Zapatrinoyi, M. Makarenko, A. Seriously, Povazhnoho S., F. Poklonskaya, V.Pilyushenka, O.Rodionova, L.Fedulovoyi, O.Finahina, M.Shutova and others. Theoretical and methodological approaches to the analysis of regional management and institutional and legal framework of the regional development

institutions are revealed in the works of local researchers, they are: V.Babayeva, T.Bezverhnyuk, Z.Varnaliya, I.Hrytsyaka, Danylyshyn, M.Datsyshyna, M.Dolishnoho, Ye.Kish, V.Keretsmana, M.Lendyel, L.Pismachenko, S.Romanyuka, S.Serohina, V.Rubtsova, S.Sahanenka, E.Topalovoyi, I.Chykarenko, V.Chuzhykova O. Shabliya, Y.Sharova and others. The methodological and theoretical basis of the study is based on substantive regional management features of public administration science. As a basic method should be used a systematic approach, methods of analysis and synthesis, synthesis, comparative-historical method under consideration of the object of study. System approach allows to develop the institutional model of the formation and implementation of regional management, after application of the methodology of system analysis not only allowed to analyze organizational and legal framework of the system of public administration at national and regional level, their functional features and performance, but also identify common trends administration at regional level.

Singling out the unsolved aspects of the problem. An extremely urgent problem of public administration improvement is the rationalization of centralized and local legal regulation of socio-economic value of the region, which could be settled by determining the volume in which social relations arise in the management of socio-economic development of the region and can be resolved at the local level; the rationale for the improvement of local regulation principles, clarify the range of subjects of local rule-making. A factor that underlies the understanding of the principles of value for central and local regulation, there is a management category, as interest. Within the region formed a local group (community) with its inherent self-interest. The state through centralized regulation seeks primarily to satisfy national interests that often coincide with the interests of the local community. Therefore, when deciding on what kind of regulation will be effective under certain conditions need to be considered a criterion for significance of the issues that need resolution. Therefore, such issues of national importance as protection of the state against external influences, defense, ensuring the stability of

public and constitutional order, state security and the security of its citizens, the question of ownership, lease, land relations, economic relations of national importance should be settled by means of regulations and legal acts exclusively in a centralized manner.

Paper main body and explanation of the results. In today's world there are few universally regional making laws factors such as, first, the ethnic (and in this sense modified historical, linguistic and religious factors), secondly, economic-economic, thirdly, geographical factors. These factors create a special inter-connections that suggest the region as the social, economic and historical integrity. Modern governance in regional policy provides universal organization and functioning of the legal mechanism of detection, coordination and implementation of social needs and interests through the use of various legal means, the formation of subjective rights and obligations of participants in social processes, transfer their connections and relationships in a specific relationship. Given the fact that regional policy as facility management acts determining factor for the regulator - the nation state, that affect its construction, behavior, activities, choice of targets and use the entire array of means to achieve them, that it defines him adequate form of such regulation. Along with the usual management facilities, as a society and its spheres (political, economic, social, international) within each industry sector, systems and administrative units, the main object of special control goes to the region.

Conclusions of the studied material, and further research in this direction. The political system of Ukraine, its political and legal institutions and model of government are far from optimal, as evidenced in constant debates among politicians and scientists, and the general public mood. In the center of debates - problems of improving the political system, the choice of forms of government redistribution of competences between the branches of government and between the latter and the local authorities. Problems of democratization of the electoral process are discussed, finding the optimal electoral system for Ukraine, establishing feedback electorate with its representatives in government, and control

over their activities. The picture would be incomplete without mention of the need to use the experience of Western democracies and incorporate the traditions of Ukrainian state. Ultimately, the debate and the mood of discontent fact reflects the current state of democracy in Ukraine.