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# MARKET OF OPERATIONG SYSTEMS IN UKRAINE

*Key words: operating system, software, drivers, computer, laptop*

Millions of people are involved in the development of the computer industry nowadays. Many operating systems are invented to satisfy the different human needs. There are a lot of companies producing a variety of the software. Ukraine is undergoing the same processes.

Ukraine and its citizens could be considered to be users or customers of these software products as most Ukrainians have got computers or laptops today.

The goal of this study is to define the operating systems and their popularity among the population of Ukraine. The brands under this research are the most popular in Switzerland, North America, countries of CIS. It is also a member of the Linux family operating system. Ukrainian company "my Linux OKO "created in 2002. Although Windows are rather popular in Ukraine too. Mac OS took the second place. Linux family is only on the third place.

The main reasons to choose Windows are:

1) ease of use;

2) attractive appearance with various themes. You can change the appearance dramatically using the third-party software;

3) windows is widely supported by both paid and free programs;

4) in case if any questions it is more likely to find the answers online due to its high usage;

5) windows supports variety of equipment (webcams, printers, etc.). If there are no disk drivers, you can use any other proposed by the system;

6) it is simple to recover the deleted information from your computer or other media.

The reason for the great popularity of Mac OS is a search Spotlight - a powerful tool that allows you to find everything you need for a few moments. Describing features of platform Mac OS, do not forget about it "the stability of" to viruses. Linux is popular due to the open and flexible system by which you can achieve 100 per cent compliance with the system requirements and its objectives, if you have experience and enough knowledge.
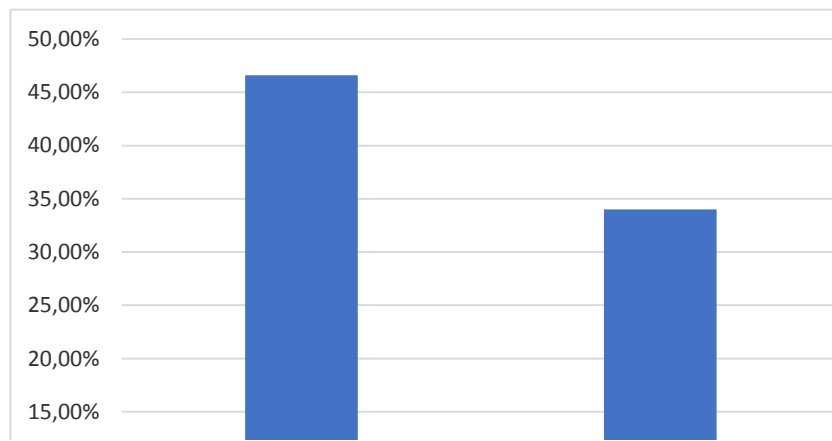
Fig. 1 The popularity of operating in Ukraine

These positive aspects led to great demand among all age group. This study despite the other operating systems gaining popularity, Windows will still be in demand in Ukraine.

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**THE ROLE OF REGIONAL MARKETING IN STIMULATING SOCIO-ECONOMIC DEVELOPMENT**

*Key words: regional marketing, management, socio-economic development, development strategies.*

Concept regional marketing can be called one of the most successful concepts of modern management. The use of marketing techniques is one way of studying the socio-economic situation of the region, the impact on him and software quality management solutions. This allows you to identify trends and create a strategy for the region. In broad terms, regional marketing - a system to attract to the region new economic agents that contribute to the prosperity of the region.

Regional marketing objective is to create new and enhance existing benefits for the region to attract economic agents can improve the welfare of people in the region. Product Marketing identifies and brings to customers the unique properties of the product, identifies regional marketing and partially creates unique characteristics of the region that could be useful to his subjects, for entrepreneurs - the closeness of