

**Anderson N.**  
**S.K. Kharichkov, research supervisor**  
**Institute of market problems and economic-ecological studies**  
**National academy of science of Ukraine**

## **GEOMARKETING OF INNOVATIVE COMPETITIVENESS AS A REGIONAL DEVELOPMENT FACTOR FOR BORDER REGIONS AND TERRITORIES**

Regional and local governments begin to consider geomarketing (marketing of regions and territories) as a tool for promotion of local and regional economic development in conditions of increasing geoeconomic competition (competition of regions). Such marketing is aimed at attraction of investors' interest to these territories with the purpose to make them "the gateways to the global economy". On the other hand, the fact is that new approaches to regional development and policy seek to encourage enterprise and build entrepreneurial capacity in the regions as a means to boost regional growth on principles of "innovative competitiveness" as a regional development factor.

Currently it is widely recognized in regional science and economic geography, that innovative competitiveness has to be viewed as a key factor of development in the era of knowledge economy not only at national level, but also at regional and local levels. So called "regional innovation systems (RIS)" and "innovative knowledge regions" manifest very clear the critical role played by geographical proximity and local institutional conditions for the production of new knowledge and regional socioeconomic development. As a result, regional innovation systems have been investigated for different types of regions, including high-tech centres, old industrial zones, and peripheral areas.

But till now only few attempts have been done to apply the above concepts to the border regions and territories. They resulted, for example, in emergence of the concept of "cross-border regional innovation systems" or "transfrontier innovation systems" (Tripl, 2006).

Border regions and territories across the Europe are now in a focus of regional scientists and planners. It is because of profound changes happened with them after collapse of socialist bloc and ongoing transition and EU enlargement processes. The countries' border status in Central and Eastern Europe has been changed dramatically. It caused corresponding changes in

regional development conditions and possibilities for border regions and territories. Facing these new challenges, border regions begin to compete for obtaining the regional development advantages by utilization of their geographical location. As a result, the “core-periphery” model of interregional competition inside separate countries is changing for the “cross-border interregional competition” model. In this case, higher innovative competitiveness of the border regions is caused primarily by their transfrontier location, generating some kind of “innovative cross-border environment”.

Cross-border regional cooperation in education, human welfare, migration, environmental conservation, and tourism also have to be in focus of our research, as they aimed at decreasing the political barriers created by boundaries and increasing regional competitiveness, European cohesion and economic prosperity for peripheral areas. Since border regions and territories host people from different countries, cultures and backgrounds, they may as well be considered as a melting pot for creativity and innovations hosting, that makes than an innovative milieu for the tourism industry.

The goal of my PhD research is a comparative study of such new phenomenon as “innovative regional competitiveness” in case of border regions and territories. Special attention will be paid to the border regions and territories of the Central and Eastern European countries, which have experienced EU enlargement and transition processes.

As a theoretical background of the project, the following concepts and theories in the fields of regional science, regional economics, and economic geography I am planning to use: 1) conception of geographic border as a “barrier” and a “connector”; 2) conceptions of “regional competition” and “regional competitiveness”; 3) conceptions of “regional economic cluster” and “cross-border economic cluster”; 4) conceptions of “regional innovation system”, “innovative/knowledge-based region”, “cross-border regional innovation system”; 5) conceptions of “euroregion” and “cross-border cooperation area”; 6) conception of “knowledge spillover”.

The following aspects of the problem have to be discovered: 1) to what extend the cross-border regional innovation systems and innovative knowledge regions have an impact on regional growth and competitiveness in case of border regions and territories; 2) the role of euroregions and other forms of trans-border cooperation in providing of socioeconomic development and

innovative competitiveness in case of border regions and territories; 3) the role of cross-border regional innovation systems in evolution of communication via different types of borders; 4) the role of natural resources and environment as a provision factor of innovative regional competitiveness in case of border regions and territories; 5) whether proximity to border intersection influences the levels of innovations and creativity and whether intensive movement of people and tourists influence the transfer of ideas and diffusion of innovations; 6) how to identify indicators for monitoring of creativity and innovations in border regions and territories and whether cross-border business networks are used as knowledge transfer mechanisms; 7) the role of geomarketing in providing of innovative regional development in case of border regions and territories.