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FORMATION OF CATEGORICAL BASIS FOR FINANCIAL ENTERPRISES SAFETY OF OLD INDUSTRIAL REGIONS IN THE CONDITIONS OF NEOINDUSTRIALIZATION

With the global development of the world economy in the first place there is the industrial transformational process, known as the industrial revolution or neoindustrialization.

In the current economic conditions there are five clusters of neoindustrialization. Ukraine is in the fourth cluster, and it can be considered as a country with an average degree of neoindustrialization.

Most of the industrial enterprises, which create 30% of GDP, relate to the field of metallurgy and are situated in the old industrial regions and this fact significantly hinders neoindustrialization.

The catching up development had different meanings at the different stages of the world history. During the industrial revolution the countries (England and Belgium) went ahead and they had become successful based on the industrialization of their economies. And the strategy of the first catching up countries was the strategy of catch-up industrialization. France, the Netherlands, Luxembourg, Switzerland, Sweden, Denmark began to carry out this strategy soon. At the beginning of the XX century all these countries became quite mature countries with industrial economics of the market type.

But not always catching-up development is the strategy of the future. Each year, about

1.5 million tons of steel is produced and sold on the world market of, and this figure is increasing every year.

That is why a priority for enterprises old industrial regions is the modernization and development of metallurgical production, nor the development of the tertiary sector VVP. Main challenge for the modernization of old industrial regions are: formation of the territory of the old industrial regions' industrial technological zones; in other places – reindustrialization, rehabilitation and revitalization of old industrial settlements, providing them with new features in the spatial organization of the country (e.g., innovation development zones). All the aforementioned priorities require a balanced and successful financial policy, and the aim should be to prevent financial risks, the formation of financial security, taking into account the specifics of the industry and the region.

The main categories that must be taken into account in the formation of financial security: neoindustrialization, its features, advantages and disadvantages; old industrial regions: its evaluation and upgrading priorities; financial risks and threats, which take into account the specifics of the industry and an old industrial region, mechanisms to ensure the financial security of industrial enterprise.