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**ПРОСТОРОВА ТРАНСФОРМАЦІЯ ЕКОНОМІКИ: ЛОКАЛЬНИЙ РІВЕНЬ
(НА ПРИКЛАДІ С. ГЕЛЬМЯЗІВ ЧЕРКАСЬКОЇ ОБЛАСТІ)**

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**ПРОСТРАНСТВЕННАЯ ТРАНСФОРМАЦИЯ ЭКОНОМИКИ: ЛОКАЛЬНЫЙ
УРОВЕНЬ (НА ПРИМЕРЕ С. ГЕЛЬМЯЗОВЕ ЧЕРКАССКАЯ ОБЛАСТЬ)**

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**SPATIAL TRANSFORMATION OF THE ECONOMY: LOCAL LEVEL
(ON THE EXAMPLE OF GELMYAZIV OF CHERKASY REGION)**

The article raises the issue of territorial differentiation at the local level by property factor. In this study, indicators were used that reflect social inequality based on household well-being. The typification of streets according to the peculiarities of the development of individual households is carried out. Achieving sustainable development of the region is possible by overcoming poverty. The proposed system of indicators reveals the problem of poverty at the local level. The carried out typification of streets allows to model various processes and the factors influencing formation of various rhythm, style and a way of life in the territory. Based on these indicators, a cartographic model is built, which reflects the territorial processes of formation of living conditions of the population. A social survey of the population was conducted and its results were interpreted. According to the results of the social survey, it was concluded that the most costly for the population is the treatment and improvement of the household. The high costs of household improvement are explained by the fact that a high level of improvement guarantees residents conditional social security and is an indicator of social protection. Smart specialization in this study is considered as one of the approaches to achieving sustainable development of the region through the innovative orientation of the economy. The implementation of smart specialization policy also includes the study of regional development factors and economic destabilization factors. Factors influencing the sustainable development of the local level may be the material capacity or incapacity of residents. It is concluded that the transformation of the economy of the local level through smart specialization involves the introduction of innovations in production. The introduction of innovations in industrial production affects the introduction of innovations in the social life of the population. Smart specialization provides 4 types of innovations in production: process innovations, product innovations, marketing innovations and organizational innovations. These types of innovations are implemented through the impact on employees of enterprises that are residents of the settlement. The corporate culture of enterprises is very often transferred by employees to their living conditions at home. Therefore, it can be assumed that there may be an indirect impact of innovative industrial policy on the living conditions of the population and on overcoming poverty.

Keywords: sustainable development; population; local level; SMART-specialization.

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