

## References

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## STRATEGIES FOR THE SMALL CITIES DEVELOPMENT: EUROPEAN EXPERIENCE

### СТРАТЕГИИ РАЗВИТИЯ МАЛЫХ ГОРОДОВ: ЕВРОПЕЙСКИЙ ОПЫТ

Small cities constitute the largest category of urban settlements in the world, including in Ukraine. Small cities of Ukraine are in a situation of survival, which is caused not only by their internal problems, but also by the processes occurring at the global level. This situation inevitably causes the need to look for new ways to adapt small cities to modern realities.

**The relevance** of the topic of this research is due to the necessity for withdrawal the small cities of Ukraine from the systemic crisis, which violated the conditions of their existence and development, as well as the search for effective ways to ensure their livelihoods.

The analysis of theoretical and methodological approaches that has developed in foreign and domestic social knowledge about small cities as special territorial-settlement communities allowed us to highlight the most conceptual approaches as a methodological basis for studying the specifics of managing the development of small cities — neoinstitutional, transformational, factorial, urbanizational [1].

We have developed a methodological model of social research, which allows us to study the characteristics of the development of small cities in the context of “challenges” coming from different levels: micro, meso and macro level. The specificity of a small city management model is determined by the level from which the “challenge” came.

Analyzing the world and European strategists of cities’ exit from the crisis, we noticed the most effective, where the factors of creativity play a decisive role. Two factors influenced on the understanding of creativity: firstly, the power of thinking and ideas that form our worldview and secondly, the importance of culture.

The real start of the “creative city” concept were the results of the research work of a group of scientists who studied examples of initiatives of selected cities in Germany and the United Kingdom, where using innovative strategies in one or another area were discovered signs of a decrease in the crisis.

One of the examples of such successfully implemented ideas is the Celtic Connections, the annual largest winter music festival of folk music, held in Glasgow. The music festival helped to transform the city, which was experiencing an economic and demographic decline, into the world capital of the folk music.

In any city there are hidden resources, the correct use of which can bring unprecedented success to the city. Moreover, these resources may even be its disadvantages. One of the most significant examples of this situation is the Kemi city, which is located in the Finnish Arctic Circle.

The city was badly damaged due to rising of level of unemployment after the bankruptcy of the large paper manufacturer which provided the entire region. There were no special values other than cold and snow in this northern city, but the success of construction of the largest snow fortress in the world exceeded all expectations, thanks to which tourists willingly come to Kemi. A snow castle has been built here every winter since 1996, a snow hotel, a snow restaurant, a snow chapel and an art gallery with beautiful ice statues are waiting for guests.

**The results of the research:** small town development is a manageable process. Since the city included in a complex system of state and world processes, is the object of their impact. The specificity of a small city management model is determined by the level with which came “challenge“. The most effective development of a small city, where creative factors play a decisive role: the strategy of creative city economy.

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## THE ROLE OF THE USA IN THE WORLD ECONOMY

### РОЛЬ США В МИРОВОЙ ЭКОНОМИКЕ

**The aim** of this work is to assess the role of the US in the world economy and analyze the main directions of its development.

The US economy is one of the world's largest, most powerful and diverse. The reasons for this stem from the geographical expansion and development of the country during the 19th century. The USA took advantage of a unique combination of mass immigration, technological and marketing innovations, and natural resources.

The United States has a capitalist mixed economy, which is fueled by abundant natural resources, a well-developed infrastructure, and high productivity. According to the International Monetary Fund, the U.S. GDP of \$16.8 trillion constitutes 24 % of the gross world product at market exchange rates and over 19 % of the gross world product at purchasing power parity [1].

The United States is the largest importer of goods and third largest exporter, though exports per capita are relatively low. Its main trading partners are Canada, China, Mexico, Japan and Germany.

The US economy is postindustrial, its service sector accounts for 67.8 % of GDP, and nonetheless the United States retains its industrial power. It is the world's second largest producer of manufactured goods.

The United States is the third largest producer of oil in the world, as well as its largest importer. It is the world's number one producer of electrical and nuclear energy, as well as liquid natural gas, sulfur, phosphates, and salt [2].