

**FACTORS FOR THE DEVELOPMENT OF TRANSBOUNDARY COOPERATION
WITH EU MEMBER STATES IN UKRAINE (IN THE CASE OF THE ODESA REGION)**

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Research methodology. The results are obtained through the use of the following methods: analysis and synthesis – while substantiating the search questions and research hypotheses for conducting questionnaires of entrepreneurs of the Odessa region, questionnaires – for obtaining the information about trends of development of cross-border cooperation in the Odessa region, statistical analysis – while the results of the questionnaire were being processed.

Results. The current state of development of cross-border cooperation in the Odessa region is investigated, and its main factors are determined. On the basis of the results of survey among entrepreneurs living in this region, a number of management problems of local authorities in the organization and development of cross-border cooperation are identified. Directions of the increase of efficiency of cross-border economic cooperation of the Odessa region with the EU member countries in terms of the regional program of cross-border cooperation and development of effective mechanisms improvement and its implementation in the Odessa region are outlined.

Novelty. The search questions and research hypotheses for carrying out the questionnaires among entrepreneurs of the Odessa region have been developed. Problems of running business by entrepreneurs and the possibility of their solution through the development of cross-border cooperation are revealed. The degree of development and the most effective types of business relations, the most attractive and effective forms of industrial and scientific-technological cooperation of enterprises of the region with foreign partners are determined.

Practical value. The results of the study can be used by local authorities while the policy of cross-border cooperation are formulated and implemented.

Keywords: cross-border economic cooperation, factors of development of cross-border cooperation, regional enterprises, cooperation with the EU member countries.

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