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**THE DEVELOPMENT OF INTEGRATION PROCESSES AT THE
REGIONAL LEVEL: INFORMATION ASPECT**

Today decentralization is not only an objective necessity, but the official direction of public administration reform, which is defined by the program of the Government of Ukraine.

Transferring a lot of public policy emphasis on centralized management at the regional level, accompanied by the transfer of powers to local executive authorities and local governments, open opportunities for sustainable and effective development of the regions of Ukraine.

The existence of substantial interregional differentiation conditions for regional development makes adjustments to decentralization and should take into account not only the economic and social aspects, but also informative one.

Today the unresolved issue is information asymmetry at the regional level, which is manifestation of the uneven development of information infrastructure in regions, low rates of regional informatization and indistinct concepts of information policy at the national and regional levels.

The theory of institutionalism becomes significantly relevant for study of Integration of regional informative spheres into a single information space. It is a reliable basis for the analysis of information exchange regulation in the transition to a new economic structure – information economy.

Institutes regulation of regional cooperation should be defined in the state information policy. But the leading role in these processes should be taken away not only the state but also such institutions as law, public opinion, information and corporate culture, democratic guarantees and so on. Only a set of institutions can provide effective coordination processes of informatization and overcome an unbalanced development in the information area.