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**Amosov Oleg Yurievich**, doctor of economics, professor, senior deputy director, Kharkiv regional institute of public administrations National academy of public administrations attached to the office of the President of Ukraine. **Gavkalova Natalia Leonidivna**, doctor of economics, docent, chief of region economy department of Kharkiv national university of economy. **The capitalization of the economy as a strategic direction for the region.** The purpose of the article is scientific and theoretical basis for the capitalization of both the strategic direction for the region. Generalized Results: need for studies of the human, intellectual and social capital in the regional aspect. Proved that the capitalization should be viewed as a strategic direction for the region.

**Keywords:** capitalization, human, intellectual and

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