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The role of foresight in regional management in the context of digitalization

Continuing the previous research dedicated to studying this issue [1], it is important to note that the study of regional foresight issues and its role in management is extremely important, especially considering modern processes associated with digitization. This is because it plays a crucial role in managing regions and in enhancing their competitiveness. Digital technologies contribute to expanding the capabilities of foresight for regional management by providing more accurate prediction and analysis of future trends and issues.

The analysis conducted allows us to identify regional foresight as a systematic approach to predicting and analyzing future trends and issues, as well as developing strategies to address them. The main tasks of foresight in regional management include helping regions identify new opportunities and threats, developing a shared vision of the future, and determining the priority actions to achieve this vision, which will ultimately lead to increased investments, innovation adoption, and competitiveness. This, in turn, will create a more favorable environment for entrepreneurship, innovation, and sustainable development.

Understanding the importance of foresight in regional management in the context of digitization lies in the fact that with the help of digital tools, large volumes of information can be collected, analyzed, and interpreted in real-time, allowing regions to more accurately identify new opportunities and threats, develop strategies, action plans, etc., to achieve future goals.

Additionally, digital tools create opportunities for interaction in online environments, data, and idea exchange, promoting greater openness and inclusivity in decision-making. It is also important to consider that digital technologies help foresight to be more adaptive and flexible in regional management. They enable faster response to changes in the marketing environment, helping regions to be more competitive and resilient in uncertain conditions.

Thus, digitization opens up new opportunities for the development of regional foresight, providing more accurate forecasting, effective collaboration, and adaptability to change. The integration of digitalization into the processes of regional foresight contributes to increased competitiveness, sustainable development of regions.

References

1. Єфремова Н.О. Регіональний форсайт як інструмент прогнозування розвитку регіону. Актуальні проблеми та перспективи соціально-економічного розвитку регіону в умовах сучасних глобальних викликів: м-ли I Міжнар. наук.-практ. інтернет-конф./Придніпровський інститут МАУП, 23 бер. 2023 р. С. 132.