

STRATEGIC APPROACHES TO REGIONAL DEVELOPMENT IN THE DIGITAL ECONOMY

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Abstract. The article explores the theoretical and methodological bases of strategic analysis for regional development in the digital economy. It highlights strategic analysis as a core element of strategic management, assessing internal and external factors that shape regional competitiveness. The study emphasizes the role of digital transformation, data-driven decision-making, and innovative technologies in regional diversification. The proposed analytical approaches help develop forward-looking scenarios and strategic plans to support sustainable regional growth in the digital era.

Keywords. region, strategic analysis, digital economy, economic development, digital transformation, express-analysis, complex-analysis, regional competitiveness.

Annotatsiya. Maqolada raqamli iqtisodiyot sharoitida mintaqaviy rivojlanish uchun strategik tahlilning nazariy va metodologik asoslari ko'rib chiqiladi. Unda strategik tahlil strategik boshqaruvning asosiy elementi sifatida baholanib, mintaqaviy raqobatbardoshlikka ta'sir etuvchi ichki va tashqi omillar tahlil qilinadi. Tadqiqotda raqamli transformatsiya, ma'lumotlarga asoslangan boshqaruv va innovatsion texnologiyalarning diversifikatsiya jarayonlariga ta'siri ta'kidlanadi. Taklif etilgan yondashuvlar raqamli davrda barqaror mintaqaviy o'sishni ta'minlashga qaratilgan istiqbolli ssenariylar va strategik rejalarni ishlab chiqishga yordam beradi.

Kalit so'zlar: mintaq, strategik tahlil, raqamli iqtisodiyot, iqtisodiy rivojlanish, raqamli transformatsiya, tezkor tahlil, kompleks tahlil, hudud raqobatbardoshligi.

Аннотация. В статье рассматриваются теоретические и методологические основы стратегического анализа регионального развития в условиях цифровой экономики. Стратегический анализ представлен как ключевой элемент стратегического управления, позволяющий оценить внутренние и внешние факторы, влияющие на региональную конкурентоспособность. Особое внимание уделяется влиянию цифровой трансформации, управления на основе данных и инновационных технологий на процессы диверсификации. Предложенные подходы способствуют разработке перспективных сценариев и стратегических планов для обеспечения устойчивого регионального роста в цифровую эпоху.

Ключевые слова: регион, стратегический анализ, цифровая экономика, экономическое развитие, цифровая трансформация, экспресс-анализ, комплексный анализ, региональная конкурентоспособность.

Introduction. Strategic management methods are required in solving the problems of socio-economic development of Regions. And this determines the "strategic" - planning, setting goals and implementation of the main functions of management. Accordingly, the function of analysis is no exception. It should be noted that the concept of "strategic analysis", currently encountered in many publications, will have relatively new and different interpretations. Usually, the change in the state of the internal and external environment of the region, the adaptation of the processes of changing its economy are associated with the long-term conception of the region. In our opinion, it is a strategic analysis of the development of the regional economy, a specific function of strategic management, which consists in carrying out a set of analytical works. Their result is aimed at identifying the problem of regional economic development and ensuring the effective functioning of the economy of the region, timely adaptation to the changing conditions of the external environment in the prospect of its solution under consideration [2].

For an analysis of the implementation and role of strategy in planning practice a contextualization of terms in respect to the contemporary and frequently specific social, economic and cultural change is required [5].

It is known that dependence is an internal source of all development. The feature of cognition, which allows one to solve this dependence in stages, is in the presence of an analytical thinking style. The essence of the analysis is to divide the integrity into parts, to express complex in the form of simple components. But in order to know the complex, integrity, the reverse synthesis process is also necessary. Therefore, the strategic analysis of the development of the regional economy can be considered as the initial stage of its scientific knowledge, the main task of strategic management of the development of the regional economy.

Materials and methods. Economist scientist V.N. Spitsnadel according to, the subject of scientific knowledge of the development of the regional economy includes:

- study of practical experience of analytical work on strategic analysis and evaluation of the main results, trends, problems of regional economic development;
- development of methodological aspects of the strategic analysis of the development of the regional economy, within the framework of which the main legislative, terminological elements of the development of the regional economy, the principles of analytical work should be determined;
- development of methodological proposals for the implementation of work related to the strategic analysis of the development of the economy of the region [10]. From the opinions of the scientist it is necessary to understand that in the development of the region it is planned to pay great attention to the result of the analysis. The result of the analysis suggested that it would play a key factor role in the further development of the region.

Results. When studying the problems of regional economic development, it

is very important to find out the boundaries within which their quantitative deterioration leads to significant quality changes. The law of transition of quantitative changes to qualitative changes exists in all the development processes of the economy of the region. For example, the fact that the indicators that characterize the development of the economy of the region exceed certain limit values can lead to the termination of flexible opportunities for the economy of the region as a complex socio-economic system [9].

The development of production forces and production relations in the regional economy is caused by significant differences in dynamics, which leads to the emergence of contradictions in their interaction. This process is of an object - oriented nature, it is inherent in both society and its large socio-economic subsystems, such as the “regional economy”, in which the level of productive forces can differ significantly from each other. The latter inevitably lead to the emergence of new forms of production relations and the corresponding economic benefits to them. However, such subsystems are an integral element of the global social system of the country, developing on the basis of the same laws and having a very specific feature in their dialectics, which takes the form of manifestations of development [6]. The laws of development of the regional economy are the result of theoretical, abstract knowledge; in reality they are expressed in trends that characterize the direction of development of a particular socio-economic process. Determining the dominant trend is a necessary stage of studying any developing object. The logic of the strategic analysis of the development of the regional economy is that it is necessary to collect empirical materials by identifying trends of change, on this basis, to determine the relevant legislation [7]. In turn, the transformation in the economy of the region is used to determine the dynamics of the processes of development of the region, to know the exact laws, to determine their specific quantitative dependencies, at the same time to scientifically substantiate strategic forecasts, economic concepts, programs and projects.

The starting point of consideration of the legislation of economic development of the regions is the identification of the reasons for their emergence, as well as the study of the functions that they perform. The territorial form of social labor distribution leads to the formation of branches of specialization, which play a role in the formation of a system in relation to it in the economy of the region. A complex of such spheres is the functional dominant of the region. Because it expresses an important social need for the production of goods and services that can not be effectively satisfied without his participation.

The methodology for Strategic Analysis of the results of regional economic development is designed to study the methods of conducting appropriate analytical work, which can be considered methods of cognition, based on a certain set of general knowledge, principles, which were previously obtained. In connection with the understanding of the methods of analysis, attention should be paid to two cases. First of all, for a methodical approach to the strategic analysis of the results of the development of the regional economy, it is necessary to have non-scientific, possible

initial knowledge, obtained on the basis of the method of tests and errors. Second, any methodological approach based on some general knowledge is thus associated with some philosophical directions. To some extent, in the process of strategic analysis of the development of the regional economy, it is possible to conditionally distinguish three main stages of analytical work: Express-analysis, complex analysis and detailed analysis. Express-analysis evaluates the main results, trends, conditions, problems of the development of the regional economy. At the same time, the following analyzes are determined: whether there is available data for performing detailed analytical work and what is its quality; what information is missing; who and what should be able to do to obtain such data. As part of the strategic complex analysis of the development of the regional economy, the interdependence of all key factors that determine the indicators, trends, conditions, and limitations of regional economic development, the formation of integral assessments and conclusions are made.

At the stage of a strategic detailed analysis of the development of the regional economy, the reasons that led to this or that character of the evaluation, the cause-effect relationships that characteristics the conditions for the development of the regional economy are additionally identified [4]. And the proposals are based on possible ways to improve the current situation. An integrated assessment of the strengths and weaknesses of the development prospects of the region in relation to the opportunities and threats of the external and external environment can be carried out with the help of one of the modifications of the well-known SWOT analysis method.

Discussion. When analyzing the strategic development of the regional economy, it is important to know whether its current strategic choice will be effective for the prospect under consideration. It is possible to clarify the main situation, to find out how effective it is to implement the list of existing priority functions of the region in order to ensure the achievement of the set goals of social development in a strategic perspective. The solution of such a problem is carried out with the help of methods of determining and activating the poles of economic development of the region, the justification of the strategic choice of the region.

In a strategic analysis of the development of the region's economy, it is important to know whether its valid strategic choice. This is about clarification of the fundamental circumstance: in whether (and if so, how effectively) the implementation of the existing list of priority functions of the region is able to achieve the intended goals of its social development on strategic perspective. The decision of such tasks can be implemented using methods for determining and activating the poles of the economic development of the region, methods substantiation of the strategic choice of the region.

As an object of strategic analysis are also the goals of economic development region. Instrumentally, such an analysis can be provided using the tree method purposes or one of its modifications, as well as methods for determining the balance of goals strategic development of the region's economy.

Selection of the most attractive positions used criteria for evaluating options for economic development strategies of the region is associated with carrying out analytical work on the assessment the acceptability of the risk embodied in the regional strategy for economic development, and the determination of the compliance with the chosen strategy:

- established socio-economic the potential of the region;
- criteria for the social orientation of development economy, balance, proportionality, safety, innovativeness, efficiency;
- interests of partners in the region - interested subjects of management and management [1].

Implementation of the methodology of strategic analysis of regional economic development requires comprehensive support. However, in order to ensure the legality of analytical work, it must be based on appropriate regulatory. In addition, it is necessary to consider the set of organizational issues that regulate the solution of the tasks of strategic analysis of the development of the regional economy, the specific functions performed by the individual sections of management in the strategic analysis of regional development. The need to solve a number of tasks of strategic analysis of the development of the regional economy, many of which are characterized by innovation and high complexity, and set new high qualification requirements for regional management. It is necessary to study the available tools for strategic analysis and further improvement of the development of the regional economy.

Conclusion. In place of the conclusion, it is worth noting that strategic management of the development of the region is a function, taking into account the peculiarities of strategic analysis in order to increase the effectiveness of strategic analysis of the development of the region. Its essence lies in the fact that not only in carrying out a number of analytical work, but also in the possibility of adapting the region to changing environmental conditions. The combination of specialization and complexity of the development of the region, along with the generality of specialized industries, serves as the basis for the development of a complex of infrastructure networks associated with them. The use of the synthesis of historical, structural-functional and structural approaches in the conduct of analytical work makes it possible to improve the quality of the work performed. Relying on the system of scientific principles of strategic analysis of the development of the region, the most important among them is its appropriateness, consistency, complexity and efficiency. All the above-mentioned methods of analysis of the system of methods of strategic analysis of the development of the region serve the purpose of accelerating the socio-economic development of the region.

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