STRATEGIC PLANNING OF REGIONAL DEVELOPMENT IN THE DIGITAL ENVIRONMENT

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As of today, it is crucial for Ukraine to implement a comprehensive system of state strategic planning. This will facilitate the country’s rapid development and positioning of Ukraine in leading positions in the world. The impact of digital development in all areas has changed the way society and government communicate. The scale of digital change in society is enormous, and digitalization can be seen as a catalyst for new paradigms, concepts, and approaches to strategic planning for the country’s development. Successful strategic planning and public administration organizations determine the comfort of citizens’ lives and strengthen the competitiveness of the region.

In recent times, the issue of strategic planning for regional development has attracted significant attention from both scholars and practitioners. Notable contributions to the research on these and other issues have been made by such scientists as Bohulskyi V., Granberg A., Osypov V., Pivovarchuk I., Sharov Y., Shcherbak N., and others. However, scientific works have not yet paid sufficient attention to strategic planning for regional development in the context of digitalization. This research gap may limit the effective use of digital innovative methods and tools to achieve strategic plans. The obsolescence of applied methods for state regulation of regional development and the disruption of economic relations between regions have laid the groundwork for seeking advanced digital and innovative methods for regional management to stimulate active self-development and the rational use of existing potential. Effective state regulation of socio-economic processes is seen as impossible without strategic planning, the implementation of which is entrusted to the authorities and management bodies of the corresponding level. These entities play a powerful role in the country, developing and implementing a development strategy for society. Datsiy O.I. defines strategic planning as a systematic activity aimed at justifying and making important decisions regarding regional development, implementing measures, programs, and projects aimed at making changes for the desired future state of the territory [1]. From the perspective of Kachnyi O.S., strategic planning requires a deep study of the situation, analysis of the territory’s external environment and its internal potential. It also involves studying community problems, justifying a vision of development, and assessing possible strategic alternatives. Strategic planning is based on community communication and
participation, which contributes to the consideration of various interests and values. As a result, consolidated decisions are made, directing the efforts and resources of key participants in regional development towards their implementation [2].

The State Strategy for Regional Development for 2021-2027 highlights the significant impact of the digital environment on strategic planning for regional development. It enables organizations to adapt to changes in this environment and consider the influence of digital technologies [3]. Digital transformation offers new dimensions and opportunities for regional strategic planning. These include solving social problems, facilitating access to basic healthcare (eHealth) and education (distance learning) services, financial services, and improving the transparency and efficiency of government through eGovernment, a system of electronic regulations and registrations. Digitalization is not solely reliant on technology. It is important to note the advantages of digitalization in strategic planning. Firstly, it involves a cultural shift that is integrated into all areas of work and a transformation in the management of different teams. Secondly, the introduction of digital documentation contributes to the overall minimization of costs and optimization of processes. Increased environmental sustainability and the introduction of developed sustainable products; rapid decision-making, which allows for effective real-time decision-making; decentralization, which facilitates the distribution of production [4].

Based on the research findings, the following definition of strategic planning in the digital environment can be identified: it is a methodical process of establishing long-term objectives, priorities, and actions for developing and optimizing the use of digital innovations in a specific region. The objective is to establish a competitive, sustainable, and innovative region that can efficiently utilize digital technologies to enhance the economic, social, and environmental well-being of citizens and improve their quality of life. The plan considers the influence of digital technologies on strategic decisions and assists local authorities in adapting to changes in this environment.

Strategic planning in the digital environment offers numerous opportunities for regional development and improving citizens’ lives. To achieve effective implementation of digital solutions, it is essential to acquire the proper knowledge and skills. Therefore, it is necessary to ensure the appropriate combination of technologies with the regional development strategy to achieve optimal results.

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