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STRATEGIC PLANNING OF INDUSTRIAL DEVELOPMENT OF REGIONS IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY

The article explores theoretical and applied aspects of strategic planning of industrial development of regions in the context of digitalization of the economy. The need for transformation of traditional approaches to regional industrial management under the influence of digital technologies, innovative changes, globalization processes and structural modernization of economic systems is substantiated. It is established that the digitalization of the economy creates new opportunities for increasing the efficiency of strategic planning, developing the industrial potential of regions, improving the mechanisms for making managerial decisions and ensuring balanced economic growth.

The research process used a systematic approach, methods of scientific generalization, strategic analysis, structural and functional modeling and economic evaluation. The main factors of digital transformation of industrial development of regions are identified and their impact on the formation of strategic priorities of regional policy is substantiated. A conceptual approach to strategic planning of industrial development is proposed, which is based on the integration of digital platforms, intelligent information systems, technologies for processing large data sets and tools for digital monitoring of socio-economic processes.

It has been proven that the effectiveness of strategic planning largely depends on the level of digital maturity of the region, the development of digital infrastructure, innovative activity of enterprises and the effectiveness of interaction between authorities, business and the scientific and educational environment. It has been established that the introduction of digital technologies into strategic management processes contributes to increasing the adaptability of the regional economy to external challenges, strengthening the competitiveness of the industrial sector and ensuring long-term sustainable development of territories.

Keywords: strategic planning; industrial development; region; digitalization of the economy; digital transformation; regional policy; industrial potential; digital infrastructure; innovative development; competitiveness.