

***To cite this paper:***

Zatepyakin O., Kazantseva G., Ivanova E., Domnyshev A. (2022) Ecosystem approach to the regional professional potential formation in the digital transformation conditions. *Human Progress*. 8 (1): 7. URL: [http://progress-human.com/images/2022/Tom8\\_1/Zatepyakin.pdf](http://progress-human.com/images/2022/Tom8_1/Zatepyakin.pdf). DOI 10.34709/IM.181.7

## **ECOSYSTEM APPROACH TO THE REGIONAL PROFESSIONAL POTENTIAL FORMATION IN THE DIGITAL TRANSFORMATION CONDITIONS**

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**Abstract.** During the rapid lifestyles transformation, it is important to construct the regional ecosystem as an environment for the territorial professional potential formation, considering regional peculiarities and the employers' needs. It is demonstrated that one of the key projected eco-system features is the unified platform creation based on IT technologies. That provides, on the one hand, the digital educational services integration and employers' search services, on the other, a space for interpersonal communications, providing regional residents with the opportunity to exchange knowledge and wisdom in all areas of human life, self-determination in changing social conditions, oneself' development as a harmonious person. The transformation significance of the regional  
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system into an ecosystem for the industrial regions is reflected on the Kemerovo region example. It is shown that demographic processes occurring in the region hinder the innovations development in it, increase the investment attractiveness of the region, growth the living standard and budget revenues. At the same time, the regional goal to create and develop markets for high-tech products and services requires the presence of intellectually and professionally developed workers. The conceptual idea of the regional ecosystem architecture for the territorial professional potential formation, which will ensure the sustainable development of the region, is presented.

**Keywords:** ecosystem; regional development; employee; competence; professional potential.

**JEL codes:** I25; R23.

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