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STRATEGIZING PARADIGM DEVELOPMENT IN THE REGIONAL ADMINISTRATION

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Abstract. The article is devoted to the substantiation of the need to change the strategizing process paradigm based on the study of the stakeholder model evolution and the identification of the risk field for the resort area development. A new strategizing paradigm in regional management is presented, based on the joint creation concept of a common value by stakeholders, which is the regional development strategy. It is shown that the strategic management system should be built on the basis of the value approach integration, the common value joint creation in the digital transformation of the strategic process context, taking into account the requirements for minimizing, mitigating the identified imbalances in regional development based on increasing the interconnection and mutual consistency of forecasting and planning parameters, a unified methodology for territorial strategic planning, implementation through project management. The strategizing process specific features at the present stage, the need to change the paradigm in connection with new trends in relationships, the network society development, the risks growth, the need for project activities balanced with strategic guidelines for the municipal economy modernization and diversification are identified. The article analyzes the creating a common value scale, carried out through project activities on the Yevpatoria urban district of the Republic of Crimea territory, presents the projects necessary for the resort city further development.

Keywords: stakeholders; values; strategizing; paradigm; regional strategy risks.

JEL codes: R11; R13.

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