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MARKETING POTENTIAL OF THE REGIONAL IT SECTOR OF A DIGITAL ECONOMY

Summary

The IT sector of Chernivtsi region constitutes a significant share of its digital economy. IT companies in the region are integrated into the global IT industry, which has influenced the formation of their marketing potential. Being focused on the demand for IT products from developed countries, IT companies in Chernivtsi have a high competitive potential, enhance human resources capacity and use the latest methods of motivational and organizational management.

However, the SWOT analysis revealed a number of internal and external threats that must be taken into account in marketing strategies both at the level of individual enterprises and the industry as a whole. The main problem remains the training and retention of personnel, which is the core of the region's IT sector marketing potential. Therefore, the improvement and implementation of marketing potential requires immediate action at the executive level to minimize bureaucratic obstacles to licensing and accreditation of IT training programs, simplify the admission procedure to higher education institutions on the example of EU countries, extensive scholarship support for IT students, organization of target directions for training IT specialists, introduction of preferential state loans to young IT specialists, stimulation of scientific research on organizational management and marketing of the IT industry, etc.

Keywords: digital economy, regional IT sector, marketing potential, competitiveness, digitalization.

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