

## **Determinants of Innovation as Decisive Factors In Regional Management\***

PhD Agata KIELESINSKA

Częstochowa University of Technology, Faculty of Management, Czestochowa, Poland

Correspondence should be addressed to: Agata KIELESINSKA; [agata.kielesinska@pcz.pl](mailto:agata.kielesinska@pcz.pl)

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### **Abstract**

The paper is a study of the determinants affecting the development of innovation with regard to regional management. The purpose of the study is to present the activities affecting the development of all entities operating in the area of the regional market. The tasks involved in the study have been carried out on the basis of the subject-matter literature and basing on the results of the research carried out with the use of the desk research method.

The innovation policy with regard to regional management is to increase the attractiveness for the development of entrepreneurship, as well as encourage the implementation of new technologies, development of cooperation with R&D, and the impact on regional competitiveness. The innovation in economic processes mainly affects the determination of the competitive advantage of enterprises, sectors of the economy, as well as of individual countries, regions, communes and integrating countries. Regional development is therefore a complex socio-economic process, and efficient management requires a new quality from public authorities and a new look at the role played by said authorities in the region. Regional development management also requires an open attitude towards new development instruments on the part of the regional community and of other stakeholders within the region. It also requires caring about the social aspect of development, which is the basis for the effectiveness and proficiency of development from the economic and ecological point of view.

**Keywords:** Determinants, Region, Regional Development, Innovation, Regional Policy, Regional Management.