

**Ministry of science and higher education of the Russian Federation
Plekhanov Russian University of economics**

**ABSTRACT
The Final qualification work of the bachelor**

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TOPIC: "Chukotka autonomous region: Regional marketing – a toolkit for attracting investors"

The final qualification paper is devoted to the study of regional marketing as a tool for enhancing the investment attractiveness of the Chukotka autonomous region. The relevance of the topic is driven by the need to adapt marketing methods to the conditions of Arctic regions, which face infrastructural, demographic, and institutional limitations.

The research problem is related to the insufficient efficiency of the communication system between investors and regional authorities. To assess the current situation, methods of system analysis, benchmarking, and digital infrastructure analysis were applied.

As a solution, an instrumental framework of regional marketing is proposed, based on the integration of digital channels: an updated investment portal, a Telegram-based navigation bot, navigation algorithms, UX interfaces, and supporting informational resources.

The results confirmed the effectiveness of integrating marketing and digital solutions into the region's administrative practice. The developed proposals were implemented within the framework of the digital transformation of Chukotka's investment infrastructure and have been practically tested by the relevant department.

The structure of the paper includes three chapters: Theoretical foundations of regional marketing (chapter 1); Development of regional marketing in the Chukotka Autonomous Region (chapter 2); Development of a toolkit for attracting investors (chapter 3).

The work consists of 76 pages of main text, 84 literature sources, and 17 appendices.

Student

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