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A FRAMEWORK FOR ESTABLISHING AN OBSERVATORY FOR SOCIAL INNOVATIONS AND INTERACTIONS: THE CROSSROAD OF THE DIVERGENT AND CONVERGENT APPROACH IN RECONSIDERING COMMUNITY ECOSYSTEMS^{23, 24}

Pr. Assist. Prof. Nataliya Venelinova, PhD

Department of Management and Social Activities,

Faculty of Business and Management

“Angel Kanchev” University of Ruse

Phone: +359888558782

E-mail: nvenelinova@uni-ruse.bg

Abstract: *The paper aims to present the observatory model as a tool for successful interaction between different and often contradicting in their needs, expectations, and ideas stakeholders in regional ecosystems. An overview of the "observatory" concept and its application is made to rethink community policies, ensuring active involvement in all stages, from the design to the implementation, monitoring, and control. Based on the remaining foreign practices in the USA, Honduras, Brazil, as well as EU countries of establishing and developing different community-oriented observatories to reconsider or improve the management of existing ecosystems, the paper proposes a general model for designing a regional observatory for social innovations and interactions as part of the regional eco-social system. It also provides guidelines for its establishment and development. The author comments on the model in terms of digital transformation trends and their effect on applying the approach of the social observatory. The paper is an output of implementing "A study of regional potentials for development of socially innovative ecosystems in terms of digital transformation," financed under the Scientific Researches Fund - a research project of the Faculty of Business and Management at the University of Ruse "Angel Kanchev."*

Keywords: social observatory, innovation, interaction, eco-social system, digital transformation

JEL Codes: C31, O35, Q56, R58

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