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**STRATEGIC DEVELOPMENT OF THE INNOVATIVE POTENTIAL OF A FLAGSHIP  
UNIVERSITY IN THE REGION: THEORETICAL ASPECTS, INSTRUMENTS AND  
MODEL DEVELOPMENT**

The article presents a model of strategic development of innovative potential in the region, based on a strategic approach to the innovation potential management system. The implementation of models allows you to connect the system of the whole region and the regional innovation system.

*Keywords:* flagship university, innovative potential, strategic approach, transformation of russian universities, organizational and managerial mechanisms.

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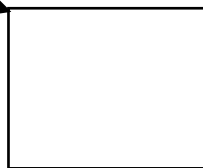
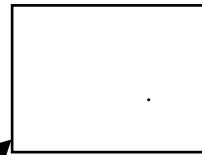
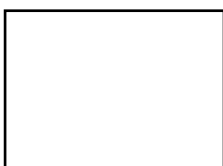
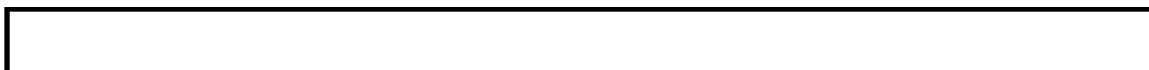
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