

«Design thinking» of artificial intelligence to overcome barriers

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Abstract

The subject/topic. The article discusses the content of the concept of "Design thinking" as a new form of effective organization and management of business systems. **Goals/Objectives.** The purpose of the study is to determine the theoretical foundations of the formation of the concept of design thinking and determine the prospects for its development in Russia. To achieve this goal, the following tasks were solved: 1. To reveal the essence of the concept of "design thinking" and present its main characteristics. 2. Consider the main stages of design thinking. 3. To formulate the author's definitions of the definition of "design thinking", etc. **Methodology.** The study used: the general scientific dialectic method of scientific knowledge, as well as some special research methods: historical and legal, comparative, statistical, generalization method and others. The methods of scientific knowledge were applied in conjunction, which contributed to the achievement of validity and consistency of the conclusions formulated in the article. **Results.** The article reveals the essence of the concept of "design thinking", which is the basis for modern design of innovations and a tool to overcome barriers. The article presents the main characteristics of design thinking and presents the structure of the design thinking process according to the Stanford tradition. The main stages of design thinking are considered. The characteristic of design thinking methods is given. The prospects for the development of design thinking in Russia are determined. **Conclusions/significance.** The study concluded that, despite the ease and attractiveness of the methodology of design thinking and design management, its widespread implementation in Russia is a difficult task. First of all, design management as a profession and design thinking as a way of organizing innovative business will be in demand as much as the emergence of a new economic system in society. **Application.** The results can be used to further develop and improve the effectiveness of the global digitalization policy.

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Keywords: *design thinking, empathy, human centricism, methods of design thinking, stages of design thinking*

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