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ABSTRACT

Current trends of post-industrial development lead to the intensification of the use of digital technologies in multi-vector processes of social development. The purpose of the study is to substantiate the role of digital technologies in the project management implementation on the basis of intellectually innovative development of the enterprise using the methodology of an integrated approach. The methodological basis of the research is emphasized, which includes the methodology of an integrated approach and the separation of the principles of the application of digital technologies in the implementation of project management, namely, purposefulness, adequacy, systematicity, effectiveness, efficiency, influence, security, viability and social orientation. The advantages of using digital technologies in the project management of enterprises are highlighted for all levels of project management, which includes the upper levels of enterprise management, covering the strategic level of management, project management, which provides direct management of specific projects and the project team, that is, the level of project implementation. The functional tasks of the use of digital technologies in the project management implementation based on the intellectual and innovative development of the enterprise have been clarified.

KEYWORDS: Digital technologies, project management, logistics management, intellectual and innovative development