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ORGANIZATIONAL MEASURES FOR THE DEVELOPMENT OF THE DIGITAL ECONOMY AND DIGITALIZATION OF ENTERPRISES

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The directions of development of the digital economy at the level of the state and at the level of a particular enterprise are revealed. A list of necessary actions for successful digitalization of the economy is proposed. Organizational measures for the development of the digital economy and digitalization of enterprises are substantiated, with an emphasis on measures to increase the competitiveness of systems at the macro and micro levels.

Keywords: digital technologies, enterprise, digital economy, competitiveness, enterprise management.

The country's further development and the success of reforms depend on the introduction of innovative technologies in all sectors of the economy. Over the past decade, one of the main areas of reform has been the active introduction of modern digital technologies. They will allow us to reach a new quality level of service provision, maintenance, and reduce costs, which will dramatically affect the cost and, accordingly, the price. These technologies will help the company operate successfully in today's fiercely competitive environment.

Digitalization is a source of economic growth, as it optimizes production, increases labor productivity, reduces costs, etc. The introduction of digitalization will lead domestic enterprises to a new, innovative level, which will allow them to become new types of participants in competitive markets.

Competition fosters the growth of digital technologies, making them the main tools in the struggle for consumers - not only as a media channel, but also as the main

means of interacting with customers through services and applications. At the same time, the use of a set of digital economy methods depends on the specifics of the product: almost 30% of pre-selected goods (especially electronic equipment) are sold online, while for everyday goods this figure barely reaches 1%.

Effective implementation of digital technologies requires a change in approaches to business management. Thus, to achieve the greatest effect of implementation, it is necessary to go through five transformation steps that affect the habitual ways of thinking and decision-making of both managers of different levels and ordinary employees, resulting in a new organizational culture (Fig. 1).

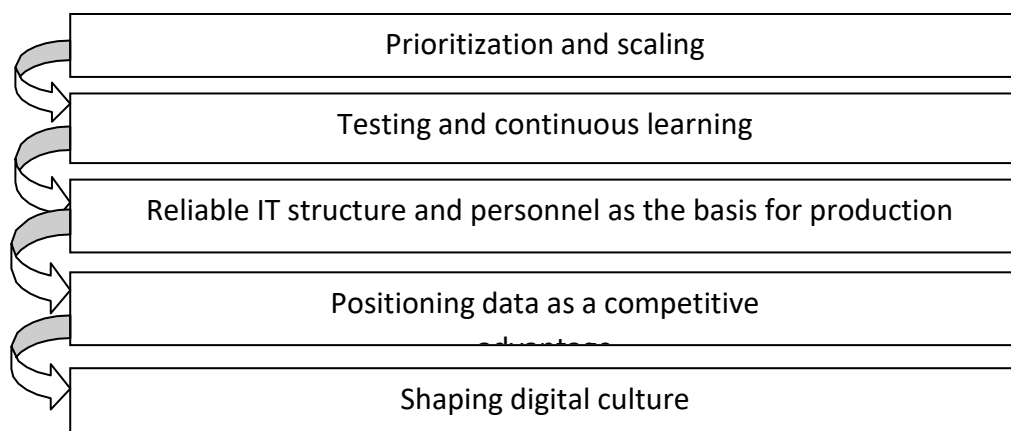


Fig. 1. List of necessary actions for successful enterprise digitalization

So, first of all, the company needs to assess both the potential economic effect of introducing a particular innovation and the possibility of its scaling, and even compare the potential benefits with the ease of implementation by assessing the degree of innovation: whether it is a simple replacement, expansion or technological breakthrough within the company. In addition, it is necessary to assess the possibility of piloting to test the effectiveness or, if necessary, transform the change.

In order for each step of transformation to benefit enterprises and the economy as a whole, it is important to set strategic priorities and define the tasks of future changes, including: reforming management models with a focus on new values and trends; creating new mechanisms of the knowledge management system to develop innovative activities of enterprises in an aggressive competitive environment; forming long-term sustainable competitive advantages based on the concept of core competencies; active.

I would like to emphasize the importance of staffing and training of enterprises, as a significant shortage of professionally trained personnel significantly hinders the digitalization process.

In today's specific business environment, the need for intensive modernization of IT infrastructure, use of digital services and programs, as well as the need to address the issue of high-quality training of qualified personnel, including the development of relevant competencies, has become apparent. There is no doubt that the demand for IT specialists will remain consistently high, and while recently they were needed only in specialized organizations and to maintain software and equipment, now, as the speed of digitalization of the economy increases, mastery of information and communication technology skills is becoming a necessary skill for any specialist.

When a company is digitized, business processes become much more flexible than before. Due to the deep penetration of technology, the organization is able to adapt almost instantly to changing external conditions - customer needs, competitors' activity, government economic policy, etc. Thanks to this, the company not only always stays "afloat" when other companies lag behind in development or leave the market as a result of external changes, but also confidently moves forward, leaving competitors behind.

Modern software solutions help automate business processes, relieve employees of routine tasks, and significantly increase productivity. Cloud technologies enable collaboration on projects, including in an up-to-date remote mode. Solutions for processing mobile traffic, which has already exceeded the traffic coming from stationary devices, allow us to reach customers who actively use smartphones and tablets.

In today's environment, organizations are gradually introducing new technologies into their ecosystems to strengthen their competitive position, namely: to gain experience in applying smart technologies in practice; to determine the directions and scope of business transformation; to assess the likelihood of losses as a result of deterioration of business reputation.

The management practices used in the business environment should also be changed. It is necessary to introduce new and modernize existing methods and tools for managing the competitiveness of the enterprise.

The digitalization of the enterprise should ensure not just computerization, but the introduction of a digital enterprise, which will result in qualitative changes that will improve all areas of the enterprise, allowing it to adapt to the current conditions of the digital economy and consolidate competitive advantages.

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