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IMPLEMENTATION OF FLEXIBLE PROJECT MANAGEMENT METHODS INTO CORPORATE MANAGEMENT PRACTICE

SKORIN YURII (yuriy.skorin@hneu.net)

SUN XIAOHAI (224873412@qq.com)

Kharkiv National Economic University named after Semen Kuznets

It is emphasized that the present requires a significant increase in the practical effectiveness of the agile management strategy in corporate management practice. The analysis showed that at the methodological level, this study first systematically develops the basic concepts of agile management, emphasizing its characteristics of flexibility and adaptability, and proposes innovations in the organizational structure and management models to better meet the diverse needs of both the internal and external environments of the enterprise. Also, through an in-depth analysis of specific cases of flexible management, this study reveals the positive effects of applying strategies such as a specific organizational structure, implementing flexible and diverse work schedules, and establishing a performance-oriented performance appraisal system on the ability of an enterprise to quickly adapt to market changes, flexibly adjust strategic directions, and maintain a leading position in competitive market conditions.

Statement of the problem.

This study aims to conduct an in-depth analysis of the importance and practical effectiveness of agile management strategy in corporate management practice. In the face of increasingly fierce market competition and rapidly changing market environment, enterprises urgently need to improve their response speed and comprehensive competitiveness to ensure their sustainable development.

This study identifies corporate team management as the main research object, focusing on how agile management strategy can effectively stimulate employees' enthusiasm and creativity, thereby increasing the overall competitive advantage of the enterprise.

At the methodological level, this study first systematically develops the basic concepts of agile management, emphasizing its characteristics of flexibility and adaptability, and proposes innovations in organizational structure and management models to better meet the diverse needs of both the internal and external environments of the enterprise.

Then, through an in-depth analysis of specific cases of the application of agile management in team management, this study reveals the positive effects of the application of strategies such as a certain organizational structure, the implementation of flexible and diverse work schedules, and the establishment of a self-oriented performance evaluation system on the ability of enterprises to quickly adapt to market changes, flexibly adjust strategic directions, and maintain a leading position in competitive market conditions.

This study aims to provide practical advice and recognition for enterprise managers, helping them to deeply understand and effectively apply agile management strategies to promote the long-term sustainable development of enterprises. In today's fast-changing and fiercely competitive market

environment, enterprises are increasingly focusing on improving response speed and comprehensive competitiveness to achieve sustainable development.

Among them, agile management strategy, as an example of people-oriented management philosophy, plays a crucial role in team management. It emphasizes the adaptability and innovation of organizational structures and management methods, giving employees more autonomy and a sense of participation, thereby stimulating their innovative spirit and work enthusiasm, and improving team efficiency and response speed.

As a leader in the telecommunications industry, Group A, through the practice of agile project management, has not only achieved impressive success in integrating 5G technology and business operations, but also led the construction of fully 5G-connected factories. Its flat organizational structure, flexible work schedule and focused performance evaluation system enable Group A to quickly adapt to market changes and maintain its competitive advantage.

Group A's agile management practices not only demonstrate technological progress, but also represent management innovation, providing enterprises with powerful support to quickly respond to customer needs and enhance market competitiveness. They also bring new perspective and value to the field of project management.

Presentation of the main material.

Project management, as a key tool for achieving project goals, is becoming increasingly important. In the telecommunications industry, Group A, as a leading enterprise, has demonstrated the key role of technological innovation in ensuring high-quality development and transformation of enterprises through the practice of agile project management methods.

The essence of agile project management is to enhance the adaptability and flexibility of organizations to market changes, especially in the application of advanced technologies such as 5G, cloud computing, big data and artificial intelligence.

Group A's practice has shown that agile project management can effectively cope with rapid market changes and technological innovation. With more than 1,600 fully connected 5G factory projects, Group A has not only achieved significant success in integrating 5G technology and business, but also led the construction of fully connected 5G factory projects, creating pilot projects of 5G-Advanced agile factory projects.

In addition, Group A has jointly promoted the construction of 5G private networks with partners, achieving deep integration of 5G technology with industrial production networks and driving the digital transformation of industries. The implementation of agile project management is not only a reflection of Group A's technological progress, but also a practice of management innovation.

This management approach allows enterprises to quickly respond to customer needs, enhance market competitiveness, and provide higher operational efficiency and better customer service experience. With the rapid globalization and development of information technology, the challenges faced by projects are becoming increasingly complex, including technological innovation, market demand fluctuations, and increased competitive pressure.

These factors require project management to be extremely flexible and adaptable to respond quickly to changes in the external environment.

The study of agile project management is of great importance. It not only helps project managers deeply understand the essence of project management, but also improves the overall efficiency of project management by implementing more flexible and innovative management methods. In addition, agile project management can help enterprises effectively deal with uncertainties, reduce the risk of project failure, and thus ensure the continuous development and competitiveness of enterprises in the market.

Despite the significant advantages of agile project management, there are also a number of challenges and problems in the implementation process, such as how to build an appropriate agile project management structure, how to formulate and implement effective agile project management plans, and how to evaluate and control project agility, which need further in-depth research and discussion.

Therefore, this article is dedicated to exploring agile project management methods, proposing relevant implementation strategies and improvement suggestions, hoping to bring new perspectives and value to the field of project management. Through these innovative practices, Group A has not only enhanced its own organizational agility and market competitiveness, but also provided valuable recommendations and lessons to other state-owned enterprises.

These practices help enterprises explore new business areas and growth points while maintaining stability and achieving sustainable development. The promotion and application of agile project management is expected to become a new driving force for the development of the entire industry and even the national economy.

In the case of Group A, implementing agile project management involves several aspects, including optimizing the organizational structure, innovating in talent management, creating grassroots teams for collaboration, and developing an agile organizational structure.

These practices not only improve the efficiency of internal collaboration, but also increase the speed of market response and innovation capabilities.

By breaking down organizational barriers, reducing internal friction, and giving more decision-making authority to the grassroots level, the group has significantly improved the speed of market response and customer service.

At the same time, by strengthening the capabilities of scientific research and development and data analysis, the group can better understand market trends and customer needs, providing reliable data support for innovation work, and promoting continuous optimization and modernization of the business.

In addition, the implementation of agile project management also includes several dimensions, including platformization of business management, integration of marketing models, and optimization of resource allocation. With the help of information technology, a business management platform has been established that ensures value sharing and optimization of management processes.

The integrated marketing model is customer-oriented and establishes a differentiated competitive strategy. The optimization of resource allocation focuses on realizing customer value, adjusting resource allocation in various business links, implementing marketing layouts, and achieving high-quality development.

The main measures to build an agile organization by Group A include the establishment of a project management office, the establishment of a project management committee, the formation of joint project teams, the implementation of a project manager responsibility system, and the clarification of the project revenue sharing mechanism.

These measures aim to concentrate group resources to support the initiation, organization, and execution of internal projects, while strengthening the interaction and strategic-oriented cooperation of senior management, and facilitating and coordinating the support and contribution of resources to project operations by related parties.

Conclusions.

The proposed measures for building an agile organization include agile management transformation, developing and implementing agile organization work mechanisms, improving senior management rotation, and agile management and talent development. These measures aim to improve the flexibility and efficiency of management, stimulate employee initiative and creativity, eliminate organizational rigidity, and improve the flexibility and collaboration capabilities of teams. Through these measures, Group A has not only achieved significant results in agile project management, but also provided valuable experience and knowledge to other state-owned enterprises. In-depth research and practice of agile project management are of great theoretical and practical significance for enhancing the market competitiveness of enterprises, promoting the digital transformation of industries, and achieving sustainable economic development.

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