

## Секція 2.

# ПРОБЛЕМИ ОРГАНІЗАЦІЙНО-ЕКОНОМІЧНОГО ТА ПРАВОВОГО ЗАБЕЗПЕЧЕННЯ УПРАВЛІННЯ БІЗНЕС-ПРОЦЕСАМИ

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## DEVELOPMENT OF AGILE BUSINESS-PROJECT MANAGEMENT METHODS

It is emphasized that the present requires a significant increase in the practical effectiveness of the agile management strategy in the practice of corporate management.

The analysis carried out showed that at the methodological level, this research initially 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 environment of the enterprise.

Also, with the help of an in-depth analysis of specific cases of application of agile management, this study reveals the positive consequences of applying strategies such as a certain organizational structure, the introduction of flexible and diverse work schedules, and the establishment of a performance-oriented system on the ability of the enterprise to quickly adapt to market changes, flexibly adjust strategic directions and maintain a leading position in competitive market conditions.

This study is aimed at conducting an in-depth analysis of the importance and practical effectiveness of the agile management strategy in the practice of corporate management.

In the face of increasingly fierce competition in the market and the rapidly changing market environment, enterprises urgently need to increase their response speed and comprehensive competitiveness to ensure their stable development.

This study aims to provide practical advice and recognition for business managers, helping them to deeply understand and effectively apply agile management strategies to promote the long-term sustainable development of enterprises.

The proposed measures for building an agile organization include agile management transformation, the development and implementation of mechanisms for the operation of an agile organization, the improvement of the rotation of senior management positions, and the agile management and development of talent. These activities aim to increase leadership flexibility and responsiveness, stimulate employee initiative and creativity, eliminate organizational rigidity, and improve team flexibility and collaboration.

Through these measures, Group A has not only achieved significant results in agile project management, but has also provided valuable experience and knowledge to other state-owned enterprises.

Resource allocation optimization focuses on realizing value for the customer, adjusting resource allocation across different business links, implementing a marketing layout, and achieving high-quality development.

In-depth research and practice of agile project management are of great theoretical and practical importance for increasing the market competitiveness of enterprises, promoting the digital transformation of industries and achieving sustainable economic development.

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