

IMPLEMENTATION OF AGILE PROJECT MANAGEMENT METHODS IN CORPORATE MANAGEMENT PRACTICE

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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. With the help of an in-depth analysis of specific cases of application of agile management, this study reveals the positive consequences of applying such strategies as a certain organizational structure, the introduction of flexible and diverse work schedules, and the establishment of a precisely oriented system for evaluating productivity, 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.

Problem statement

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 identifies corporate management by teams as the main object of study, while focusing on such a method as an agile management strategy and can effectively stimulate the enthusiasm and creativity of employees, thereby increasing the overall competitive advantage of the enterprise. 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.

Purpose of the study

The purpose of the work is to research and practice agile project management, which 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.

Research results

The essence of agile project management is to increase the adaptability and agility 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 innovations. With more than 1600 fully connected 5G factory projects, Group A has not only made significant progress in integrating 5G

technology and business, but also led the construction of fully connected 5G factory projects by creating pilot projects of 5G-Advanced flexible factory projects. In addition, Group A, together with partners, has promoted the construction of private 5G networks, 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 technological progress for Group A, but also a practice of managerial innovation. This managerial approach allows businesses to respond quickly to customer needs, increase competitiveness in the market, and provide higher operational efficiency and a better customer service experience. These factors require project management to be extremely flexible and adaptable to respond quickly to changes in the external environment.

Conclusions and prospects

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. 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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