

Svitlana Boyda, Candidate of Economics Sciences, Assistant,

<https://orcid.org/0000-0002-5892-0104>

Yuriy Fedkovych Chernivtsi National University,

Chernivtsi

INNOVATIVE APPROACHES TO ENTERPRISE MANAGEMENT IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY

Summary

In modern conditions of rapid scientific and technical development, a large flow of information, the need to transfer the activities of an enterprise in whole or partially into online format, there is a need to find new approaches to the use and processing of data. Accordingly, there is a need to provide enterprises with highly qualified specialists capable of implementing technological innovations. This, in turn, necessitates fundamental changes in approaches to management. The aim of the study is to reveal innovative approaches to enterprise management and development trends of domestic enterprises in the context of digitalization of the economy. To achieve this goal, general scientific and special research methods were used, namely: the systems analysis method: to clarify the essence of the main categories of research; statistical and comparative analysis: to study the dynamics of using information and communication technologies in domestic enterprises; classifications: to distinguish groups of enterprises depending on the level of digitalization implementation in business processes; empirical method: to identify obstacles to the introduction of digitalization in enterprise management. The article analyzes the innovation and digitalization of Ukraine's economy. The state of digital transformation at domestic enterprises is analyzed and as a result the classification of enterprises depending on the level of digitalization introduction in business processes is offered. The proposed ways to improve the management system of the enterprise can help increase the efficiency of its activities and the introduction of innovative ways of development. Further thorough study is proposed to the issues of domestic enterprises development in the context of digitalization, as well as identifying ways to improve the enterprise management system depending on the classification group of enterprises (start-ups; specialist enterprises; specialist enterprises) presented in the article.

Keywords: digitalization, enterprise, management, innovations, information and communication technologies.

Number of sources – 12; number of tables – 2.

References:

1. Zhosan, H. (2020). Development of digitalization in Ukraine. *Ekonomichnyj analiz [Economic analysis]*, vol. 30, no 1, part 2, pp. 44-52 (in Ukr.).
2. Klymchuk, O.V. (2021). Modern trends and globalization dimensions of information technology and systems management in Ukraine. *Ekonomika i orhanizatsiia upravlinnia [Economics and organization of management]*, vol. 1 (41), pp. 72-85 (in Ukr.).
3. P'iatnyts'ka, H., Hryhorenko, O., Dolzhenko, T. (2021). Dichotomy of enterprises' innovative transformations. *Innovatsijna ekonomika [Innovative economy]*, vol. 2, pp. 30-43 (in Ukr.).
4. Hviniashvili, T.Z. (2021). Changing the paradigm of strategic enterprise management in a digital economy. *Economic space*, vol. 172, pp. 23-28.
5. Varha, V.P. (2020). Digitalization as one of the factors of enterprise competitiveness. *Efektivna ekonomika [Efficient economy]*, vol. 8. URL: <http://www.economy.nayka.com.ua/?op=1&z=8121> (Accessed 19 February 2022) (in Ukr.).
6. Mykoliuk, O.A., Bobrovnyk, V.M. (2021). Enterprise management in the conditions of digitalization of the economy. *Visnyk Khmel'nyts'koho natsional'noho universytetu [Bulletin of Khmelnytsky National University]*, vol. 4, pp. 142-146 (in Ukr.).
7. Korol', S.Ya., Pol'ovyk, Ye.V. (2019). Digitization of the economy as professional development factor. *Modern Economic*, vol. 18, pp. 67-73. URL: <https://modecon.mnau.edu.ua/issue/18-2019/korol.pdf> (Accessed 18 February 2022) (in Ukr.).
8. National Depository of Academic Texts (2022). Global Innovation Index 2021. URL: <https://nrat.ukrintei.ua/globalnyj-innovacijnyj-indeks-2021> (13 February 2022) (in Ukr.).
9. The Global Innovation Index (2022). URL: <https://www.globalinnovationindex.org/home> (13 February 2022).
10. Official site of the State Statistics Service of Ukraine (2022). The use of information and communication technologies in enterprises. URL: <http://www.ukrstat.gov.ua> (14 February 2022) (in Ukr.).
11. Portulans Institute (2022). Network Readiness Index 2021. Benchmarking the Future of the Network Economy. URL: <https://networkreadinessindex.org> (14 February 2022).
12. Creatio platform for business process management and CRM (2022). How will digital transformation help the development of your organization? URL: <https://www.terrasoft.ua/page/digital-transformation> (18 February 2022) (in Ukr.).