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 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: