

*Z.M. Poberezhna, PhD in Economics, Associate Professor
(National Aviation University, Ukraine)*

Management of the digitization of business processes in the economic activity of enterprises in the conditions of structural transformations

The importance of the application of digitalization to the development of the enterprise and the organization of business processes has been determined. The main factors of the introduction of digital technologies at the enterprise are highlighted. It was noted that digital technologies are a platform for increasing the efficiency of the enterprise.

In modern economic conditions, in all spheres of human activity, the influence of information technologies on the optimization of business processes can be noted. This is typical for business entities, industrial enterprises, and state institutions. One of the important tasks of the development of enterprises is their ability to quickly adapt to modern business trends, including digitization and digitization of data. Based on this, the business will be able to move to the digital environment in time, optimize its business processes with the use of digital technologies and increase its stable position in the market. Thus, digital technologies increase the ability of interaction and data exchange between manufacturers, suppliers and end consumers, which enables the continuous search for innovation - the creation and modification of goods and services based on large-scale technological changes.

Digitization of business processes at the enterprise makes it possible to record the changes made with all the important details, so that managers at different levels can monitor the quality of each stage. Thus, the introduction of changes will be accompanied by minimal expenditure of time and effort and conduct of a more transparent business.

The digitalization process involves the transition of the enterprise's business processes to a digital environment, using modern information technologies. Such, the simplest business processes, as conducting various events (conferences, seminars, personal interviews) through video communication; ordering goods and services (Internet stores) without physical presence when making a purchase; consulting and customer support through Internet channels, messengers (for exchanging text messages) and social networks; advertising of products using virtual and augmented reality, informing about the services and activities of the enterprise through a site (website), which demonstrates for investors, partners and customers all the advantages of the business object and others [1].

In general, digital transformation is one of the key stages of the transformation process, which consists of the following directions: automation, informatization, digitalization. Business processes involve the use of a complex of technical means, mathematical systems, management methods, engineering and information technologies, which allow to fully or partially convert manual labor into machine, automatic. Informatization of business processes consists in the use of information systems and technologies to ensure effective interaction and exchange of information

between disparate elements of the management system, production and other organizational processes, as well as databases at the level of the internal and external environment. Digitalization of business is based on the replacement of physical (analog) systems of data collection, processing, analysis, storage and transmission with digital technologies that contribute to the transformation of organizational principles of work, the formation of a new business culture taking into account new digital technological opportunities. It should be noted that these processes can be carried out at the enterprise both sequentially and in parallel. The trends of penetration of digital technologies into all spheres of business and society make it possible to classify enterprises according to the level of adoption of digital reality:

1. Traditional, analog business. In the structure of the activity of such enterprises, material, physical assets prevail. At the same time, prerequisites arise and the possibilities of implementing digital solutions and tools, which are spontaneous and fragmented, are evaluated.

2. Internet business is represented by enterprises that actively use new digital technologies. The structure of such a business is dominated by virtual channels of distribution and communication. However, physical assets also play an important role (sales and service offices, pickup points, warehouse stocks).

3. Virtual business embodies the activities of enterprises with high penetration of digital achievements. Such enterprises are not tied to any physical asset. This classification also represents a unique model of digital business transformation from offline to virtual activity, depending on the degree of involvement of digital technologies and the complexity of the information architecture of enterprises. The key problem of most presented approaches to describing the process of digital business transformation is the lack of a clear description of each of the stages with the definition of criteria for assigning a business to a certain level of digitalization.

Unfortunately, domestic enterprises cannot boast of a high level of "digitalization". The main factors for the introduction of digital technologies at enterprises are the need to:

- ensuring the efficiency of economic activity and financial stability of the enterprise (based on the purpose of business and corporate interests);
- the influence of the globalization process on the activities of enterprises: ensuring the quality of finished products;
- ensuring the competitiveness of the enterprise;
- support of Ukraine's course towards European integration;
- provision of physical, property, financial and economic, informational protection.

Thus, carrying out digital transformations is a necessary condition for the enterprise to achieve a high level of economic development and is a platform for improving the position of business in the modern competitive environment. The digital economy makes it possible to increase the efficiency and competitiveness of individual enterprises, the economy in general, and the standard of living of the population [2].

References

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