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ENTERPRISE MANAGEMENT IN THE CONDITIONS OF ECONOMY DIGITAL TRANSFORMATION: DIRECTIONS AND FEATURES

Today, digital transformation is one of the key factors in the socio-economic development of modern society. It not only changes business management models, but also shapes new approaches to interaction between business, consumers, and society as a whole. Its relevance is due to the lack of alternatives to the implementation of digital technologies to increase the efficiency of enterprises, develop new business models, and ensure their competitiveness. In the conditions of global competition, the growing role of human capital, and rapid changes in the field of information technology, digital transformation is becoming a necessary condition for the strategic development of enterprises. In recent years, socio-economic development has been associated with the active development of digital technologies in many sectors of the economy, and digitalization in modern conditions of organizational management is recognized as an unalternative option.

The definition of the term "digital transformation" is still being clarified in the scientific literature. It should be noted that digital transformation is not limited to the implementation of new technologies. It is a complex process that involves changing organizational culture, approaches to decision-making and ways of interacting with all stakeholders. That is, transformation encompasses both technical and managerial and social aspects, which makes it a multidimensional phenomenon. Therefore, in a generalized form, the term "digital transformation of the economy" is a set of factors that determine the specifics of changes during the implementation of digital technologies in various sectors of the economy.

As a rule, the process of digital change applies the principle of supporting the implementation of innovations in individual programs, organizations, and industries [2]. In this context, scientists also note that the consequence of digital transformation is manifested in the transformation of many horizontal and vertical business processes, procedures, changes in management models and interaction models between participants in value chains.

In works devoted to digital transformation, it is emphasized that the introduction of digital technologies leads to positive results, in particular, solving systemic problems in industries; increasing productivity through labor automation; improving coordination within the organization; expanding communication with end consumers, etc [3].

Digitalization in enterprise management is manifested through the widespread use of big data, artificial intelligence, cloud solutions, and blockchain technologies. The use of these tools allows for increased management

transparency, rapid response to changes in the external environment, and the creation of new mechanisms for competition in the market. At the same time, digital transformation can reduce management risks, and in the field of human resources it can contribute to the creation of comfortable conditions for people through the robotization of equipment maintenance and repair processes, analysis of management processes, remote expert consultations, and training of personnel using virtual reality technologies, which has a positive impact on the renewal of business models, retail, where they have been widely used for over 10 years, and the pandemic has only intensified their use. In other industries, digital platform solutions are just beginning to be implemented [1]. This, in turn, will require changes to traditional methods and models of organizational management.

Digital transformation trends in recent decades are associated with business development in three directions: operational, customer (customer experience), and strategic (rethinking the business model as a whole). This indicates a growing wave of digital transformation of organizations, which, in turn, is causing a radical change in society, including the needs, values, and ethics of society. The success of these areas largely depends on the ability of enterprises to integrate digital innovations into their strategic vision. This means that digital transformation should not be a one-time project, but an ongoing process that ensures the organization's flexibility and ability to quickly adapt to challenges.

So, the key features of digital transformation are, firstly: the introduction of digital technologies, secondly, changes in production and management processes, and thirdly, changes in the quality of human participation in the economic process. The digital transformation of an organization is aimed primarily at increasing the economic efficiency of its operation through institutional changes, the condition for achieving which is primarily the high resource intensity of the industry and long investment cycles. Therefore, it is possible to identify the main features of the digital economy: economic activity is focused on the platforms of the "digital" economy; personalized service models; direct interaction between producers and consumers; the spread of the sharing economy; a significant role of the contribution of individual participants.

In addition, it should be noted that digitalization accelerates and intensifies the interaction between IT and operational technologies; interaction between people that occurs through the use of personal devices located at workplaces; interaction of products that provide multiple feedback throughout the life cycle is developing; interaction of end devices - equipment; interaction of processes that provides feedback between people, products and equipment. In fact, there is a merging of management systems with the IT sector in order to obtain a positive effect. This can be attributed to the increased customer-centricity of business. Cybersecurity is a particularly important issue. As the volume of digital transactions increases, businesses become more vulnerable to cyberattacks and data

breaches. Therefore, digital transformation must be accompanied by the development of comprehensive security strategies that cover not only the technical but also the organizational level. One of the central activators of further digitalization is the transformation of the human factor and, as a result, the change of organizations and industries. Organizations must become human-centric through the use of digital services and digital channels of interaction with stakeholders.

The impact of digitalization on the environmental sustainability of business is also important. The use of digital technologies in production and logistics allows you to reduce resource consumption, optimize energy costs and reduce harmful emissions. Thus, digital transformation contributes not only to increasing the efficiency of enterprises, but also to the formation of a more responsible and sustainable business environment.

Thus, digital transformation covers all levels of an organization's functioning - from operational to strategic, contributing to a comprehensive renewal of business models and processes. It is determined by the platformization of the economy, the development of personalized services, the spread of the sharing economy, and the growing role of individual participants in creating added value. In addition, the introduction of digital technologies contributes to automation and increased labor productivity, improved internal coordination, and the formation of human-centric organizational models. A key result of digitalization is the transformation of the human factor, which changes the quality of interaction between employees, consumers, and technology. The combination of management systems with IT solutions creates the basis for strengthening the customer-centricity of business, reducing management risks, and expanding opportunities for innovative development of enterprises in modern conditions.

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