

DIGITAL ADAPTATION OF MODERN MANAGEMENT MODELS

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The current state of development of the business environment requires all market participants to adapt to the digital space as much as possible. Management processes are among the basic ones that will be affected by the digitalisation of systems and analytical materials. Given the specifics of the functioning of individual property markets, sectors, and industries, it should be understood that the strategic management system for each example will not be identical to the basic theoretical provisions. The development and elaboration of individual management strategies should be based on paying attention to each component of the management system. It is worth noting the importance of the synergy of combining individual components of the management system with simultaneous significant branching between the directions of implementation of strategies for each individual vector.

The effectiveness of the created competitive models of digital adaptation lies in the distribution of the management system's responsibilities. Adaptation of the defined procedures is complicated by the heterogeneity of possible modelling directions. It should be noted that the reformatting of business processes in accordance with standard models of digital transformation should not only be ensured by the transition to the network space [1]. The corresponding transformation should take place in each component of the management system.

The peculiarities of the company's business processes outline the need for an adequate perception of possible outcomes in comparison with threats and risks. The current state of development of the Ukrainian financial system requires a broad study of issues related to the risk-oriented perception of modelling processes [2]. Understanding the importance and necessity of analysing strengths and weaknesses, identifying threats and risks at this stage of development and the crisis situation for business requires full analytical study and further forecasting.

Today, it is not possible to digitise the entire business at the same time. This is influenced by a number of factors, both from the company's internal business environment and external influences. The creation of a digitally adapted platform for Ukrainian businesses also requires certain additional financial investments, the absence of which can be fully explained at this stage of development. In addition, the digitalisation of the business environment requires the simultaneous transfer of all business processes to an online format. It is worth noting that this process may face problems not only of a financial nature, but also with technical capabilities.

Digital adaptation of business in the face of dynamic market changes also requires the creation

of a strategic framework to ensure the transition of all components. Understanding the low level of digital adaptation and technical support of agricultural companies allows us to define the presented tasks more in terms of the weaknesses of strategic analysis [3]. Thus, the creation of strategic management models for, for example, agricultural companies will require the development of a mechanism for interaction between business processes and technical support for business processes. In addition, while the factors presented above are more subjective in nature, which can be resolved by solving problems within the company, the other party - the external party - will have a significant impact on performance through environmental factors. It should be noted that the most significant factors include:

- low level of knowledge and skills in the areas and opportunities for digitalisation of business processes;
- insufficient development of information systems of agricultural companies;
- low level of technical and technological support for information systems of companies;
- difficulty in developing digital adaptation models due to lack of previous experience;
- lack of practices and cases with similar market conditions for example;
- availability of a theoretical framework that can only be brought to applied use on their own;
- low level of digital adaptation in the industry, which fully affects the capabilities of each individual company.

The development of models for the development of business digitalisation lies in the plane of creating new business management strategies. It should be noted that strategic management is the basis for any business processes, so the lack of clear tools for implementing digital adaptation makes attempts to transfer business to the network space extremely difficult [4]. In addition, it should be understood that compliance with modern vectors of financial systems development in such industries is complicated not only by the specifics of production areas, but also by their duration. Therefore, taking into account time factors in the implementation and success of digital adaptation models is one of the main levers.

However, in spite of everything, in the current operating environment of Ukrainian business, it is necessary not only to search for problematic issues, but also to understand the ways to overcome them and mitigate all possible threats and risks for the successful implementation of digital business transformation.

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