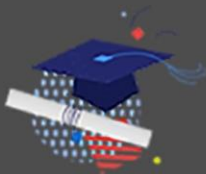




SUSTAINABLE DEVELOPMENT: MODERN THEORIES AND BEST PRACTICES



Teadmus OÜ

Sustainable Development: Modern Theories and Best Practices

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SCIENTIFIC AND APPLIED PLATFORM OF TRADE ENTERPRISES ECONOMIC ACTIVITY DIGITAL MANAGEMENT TRANSFORMATION

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Digital transformation is natural continuation of current trends and increasing effect of digital technologies on all aspects of society, fundamental changes catalyst in approaches to management, corporate culture, external communications, and leading driver of trade enterprise digital ecosystem development. This ecosystem formation effectiveness requires the digital identification of technologies and tools, digital transformation activity stages substantiation and trade enterprises economic activity management.

The most effective technology of enterprise management digital transformation according to is applied artificial intelligence, which is based on big data tools, and allows visualization, end-to-end planning, modeling and adjustment of the business process management in real time. In addition, this technology under integration with analytics applications and services for work with smart devices, hybrid networks and other components of the digital world allows optimizing business process management infrastructure and provides the possibility of digital platforms creation for information collection, its analytical processing and data transmission for decisions making.

Trade enterprise management system modernization and its transfer to «digital» should be carried out in stages:

1st stage – «Formation the communication system with customers» (understanding, analytics and customer experience tracking) under involvement of such tools as: mobile applications; service programs; portals; chatbots; customer experience analytics;

2nd stage – «Modern corporate culture formation» (new technologies, processes and skills introduction) through the tools of creative and critical thinking; Agile principles; mobility, etc. use.

3rd stage – «Business processes optimization and effective operating model formation» (new systems introduction, infrastructure restructuring, business applications and processes modernization) on the base of such tools as: data visualization and real-time analytics; HR and B2E programs; sophisticated industry software;

4th stage – «Updating the existing or forming new business model» (new product creating; logistics restructuring; changing the approaches to own positioning, etc.) with the involvement of such tools as: monetization new models; new products / services; modern digital processes.

For the complex problems solving of trade enterprises economic activity management digitalization it is necessary:

- to monitor new technologies and assess the digital adaptation possibilities effect of management tools on the enterprise economic activity stimulation;
- to identify priority areas of the business processes digital transformation and develop appropriate measures of their implementation at the management cycle each

stage;

- to minimize restrictions (financial, legal, technical, technological, personnel, environmental, infrastructural, securitized, etc.) and risks of business relationships formation with stakeholders while expanding the influence opportunities on business processes in real time;

- to provide the digital initiatives integration which are focused on the prospect of positive effect obtaining, and the strategy development of enterprise economic activity digitization management;

- to assess the possible digitalization effect, adjust the chosen strategy and determine future priorities.

The instrumental basis of the applied model of trade enterprises economic activity management digitalization consists of freely distributable information content (social networks, Internet resources, market information, etc.), own databases (in particular, customer base), open software business process management information system that implements the integration data technology and digital applications.

In conclusion, we note that the trade enterprises economic activity digital transformation management requires clear goal orientation, strategy and action plan formalization and implementation by team of specialists with the necessary competencies and skills. Therefore, further research is focused on these issues solving.

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